ITD Guide TO
★ Public Involvement ★
FOR Programs, Planning & Projects





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INTRODUCTION

Idaho is experiencing substantial growth in population, motorists and construction projects. As the need for new and expanded transportation systems increases, so does the potential impact of these projects on communities and stakeholders. Because of this, the need for public involvement in the planning, design and construction of transportation projects in Idaho is at an all-time high.

The knowledge generated through the public involvement process is vital if ITD is to develop effective and efficient transportation projects. ITD can make better decisions by providing public involvement planning, integrating public involvement activities into the development process, and documenting these activities.

No single process can be used to plan and design every project. Planners and project managers have the freedom to tailor community involvement to meet specific project needs. The Public Outreach Planner (POP), described in detail in Chapter 2, is a simple tool designed to assist project teams as they determine and prepare for the appropriate level of public involvement for their project or transportation impact. As an extension of the POP, this manual provides general guidelines for anyone who is responsible for involving stakeholders in transportation decision-making.

CHAPTER 1
Public Involvement Overview

DEPARTMENT MISSION

Your Safety. Your Mobility. Your Economic Opportunity.

This mission is fundamental to life in Idaho, where highway systems span a large geographic area and serve more people than any other mode of transportation.

To accomplish its mission, ITD must involve all stakeholders in meaningful ways. Only the community can tell the department its concerns and needs. Once ITD understands them, it can meet its public involvement goals and objectives, make sound decisions and fulfill its legal responsibilities.

Overview

The department uses public involvement processes in programming, planning and project development; during construction, emergency/disaster situations and when there are impacts to the road, not associated with construction. Although the scope may vary and different techniques may be used, the basic principle remains the same: to establish two-way communication aimed at incorporating the views, concerns and issues of the public in the decision-making process. The "public" can include individual citizens, elected officials, the private sector, regional and municipal planning organizations, other state agencies, federal agencies, Native American tribes, special interest groups and others. Public involvement techniques are as different and varied as the projects and the people who participate.

Meeting Public Involvement Goals and Objectives

ITD's goal for public involvement is informed decisions. ITD strives to meet this goal through the following objectives:

- Communicating complete, accurate, understandable and timely information to the stakeholders.
- Actively gathering input from the community by providing stakeholders with meaningful opportunities to participate in processes.

- ➔ Considering and responding to stakeholder input in making decisions.

Complying with requirements of *Title VI, Civil Rights Act of 1964* and ensuring that all stakeholders, regardless of race, income or physical limitations have the opportunity to participate.

- ➔ Designing transportation projects that are consistent with federal and state laws and sensitive to local goals and objectives.
- ➔ Providing opportunities for early and continuing involvement.

Fulfilling Legal Responsibilities

Public involvement is mandatory in order to meet federal requirements. See Appendix 2 for a list of federal legislation, regulations and policies that guide public involvement in project development. More information about each is available on the *ITD website.*

DEFINING PUBLIC INVOLVEMENT

ITD's public involvement is the process of including stakeholders in the development of transportation projects. "The U.S. Department of Transportation defines public involvement as "two-way communication aimed at incorporating the views, concerns and issues of the public into the decision-making process."

Transportation plans, and therefore individual transportation projects, are more likely to be accepted and supported by stakeholders who can see that they have had an active role in shaping the decisions embodied in the plan. Showing stakeholders that the transportation department is willing to address their concerns will set up the project for "buy in", even if all the stakeholders are not in complete agreement with the outcome of the process.

Decision-makers can sometimes forget the importance of two-way communication, focusing solely on public education while overlooking public involvement. Both are necessary. Public education is "one-way communication intended to inform the public." Certainly, public education is vital because it allows the department to inform people of critical issues. Public education is especially important during later phases when project construction directly influences citizens' daily travel. However, two-way communication in the form of public involvement is important during all phases of project development.

ITD's public involvement philosophy can be summed up in three key words: integrated, early and often. To meet both project and stakeholders needs, ITD encourages public involvement planning and documentation that meets all three criteria.

The U.S. Department of Transportation defines public involvement as "two-way communication aimed at incorporating the views, concerns and issues of the public into the decision-making process.

Integrated

Public involvement is part of the project planning process, being interdependent and occurring simultaneously. All public involvement is local. Objectives, activities, the level of support and the timing of public involvement are individualized to address unique characteristics and needs of an affected community. Collaboration among the project manager, team members, public involvement consultants and/or the public involvement coordinator creates the best public involvement results.

Early

The purpose of early involvement is to both educate and receive public input on a developing project. Through early scoping and planning, ITD can develop a public involvement process that will ensure controversy does not stop the project or erode public trust. The time and effort spent involving stakeholders early in the process is returned in public confidence and support.

Often

Public involvement during project planning and development encompasses more than information meetings or public hearings. Opportunities to involve stakeholders by sharing and collecting information can range from one-on-one meetings to attending local city council meetings and should continue throughout the life of a project.

BUILDING TRUST AND CREDIBILITY

Credibility is the single most important component of any public outreach activity. ITD earns public trust when its actions demonstrate that stakeholder input is valued.

Neither ITD nor its consultants should use public involvement and the decision-making process to justify decisions that have already been made. The key to building trust is making relevant information available and accessible and following up on unresolved issues.

- Pay attention to process. How you do it is just as important as what you do.
- Explain ITD procedures so people know what to expect and how they fit into the process.
- Be forthcoming with information and involve stakeholders from the outset.
- Focus on building trust as well as generating good scientific data.
- Follow up with stakeholders and keep your promises.
- Only promise what you are sure you can deliver.
- Provide plain-language information that meets the specific needs of your audience.
- Get the facts straight and make sure information is logical and complete.
- Coordinate efforts among districts, project managers and any other agencies involved so that communities receive consistent messages and are able to experience competence and good organization.
- Don't send mixed messages. Be sure your actions match your words. To prevent confusion, explain any seeming contradictions in advance, before taking action.
- Enlist the help of other organizations that have credibility with the communities.

- ➔ Listen to what various groups are telling you and try to foster respect and consideration among all stakeholders in an issue.
- ➔ Avoid closed meetings. They arouse suspicion by implying you have something to hide.

Of course, it's not possible or even necessary for any project to gain universal support or win over all its opponents, but careful planning and thorough public involvement will help communities perceive the decision-making process as fair and will ensure that the broadest possible range of concerns have been addressed.

CONTEXT SENSITIVE SOLUTIONS (CSS) AND PUBLIC INVOLVEMENT

ITD defines Context Sensitive Solutions (CSS) as a collaborative, interdisciplinary approach that involves all stakeholders in order to develop transportation facilities that fit their physical settings and preserve scenic, aesthetic, historic, economic and environmental resources, while maintaining safety and mobility.

Effective public involvement encourages the exploration of issues from a variety of perspectives. Stakeholders must be identified and involved at the beginning of a project and again during the planning, programming, development and construction processes.

The department strives to be a good provider, neighbor, steward and caretaker. Open lines of communication lead to a sense of shared ownership and a common vision. The information-collecting and sharing processes begin at the grassroots level, are passed through the Idaho Transportation Department's professional staff, and are conveyed to the Transportation Board. Concerns are addressed. Decisions are made. Action is taken.

For further CSS guidelines and discussion, see the *ITD Context Sensitive Solutions guide.*

The National Environmental Policy Act (NEPA)

The National Environmental Policy Act (NEPA) of 1970 sets the tone for the federal government's environmental ethic in recognizing the need for systematic, interdisciplinary planning and decision-making that considers environmental factors for major federal actions with the potential to significantly affect the quality of the human environment. It sets a new standard for federal decision-making based on thorough environmental analysis, consideration of alternatives to proposed federal actions and public disclosure and review before action is taken (**See** *Appendix 2:* **NEPA Explanation.**)

ITD is committed to embracing the spirit of NEPA for all transportation activities, regardless of whether they are federally funded. Although non-federal projects will not require federal agency approval, the NEPA process is an excellent framework for ensuring social, economic and environmental factors are considered consistent with ITD environmental ethic. The guiding principles of NEPA have been incorporated into the Public Outreach Planner (POP) and ITD's transportation planning and project development process, as well as maintenance and operations of the state transportation system. It is the responsibility of all ITD employees to recognize and consider these essential principles and to appropriately include them in the transportation decision-making process to assure accountability across the department.

NEPA regulations mandate that transportation decisions involving federal funds and approvals consider environmental as well as technical and economic factors in the assessment and decision-making process. They also require the federal agency to consider all reasonable alternatives– along with their social, economic and environmental impacts- to their proposed action. Further, NEPA mandates that the public have an opportunity to participate in the process.

The Federal Highway Administration (FHWA) regulations require the environmental process be coordinated into a single effort. Compliance with all applicable requirements is to be indicated in the NEPA documentation.

Every project that requires an Environmental Assessment (EA) or the preparation of an Environmental Impact Statement (EIS) requires comprehensive public involvement. A summary of public involvement is required for all environmental documents submitted to the FHWA. The public involvement coordinator will either prepare or assist the project team with the summary.

SAFETEA-LU and the ITIP

SAFETEA-LU—"Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users"—took effect in August 2005. SAFETEA-LU introduced changes to the environmental-review process along with new requirements for providing opportunities for stakeholders to participate in the development of a project's purpose and need, including exploring a range of alternatives to the project.

For further information, visit: *fhwa.dot.gov.* The Idaho Transportation Investment Program (ITIP), the department's multi-modal project planning document, follows a federal document format that meets the requirements of SAFETEA-LU. According to SAFETEA-LU (ref. 23 CFR 450.216), the ITIP is required to be fiscally constrained and include at least four years of projects.

DOCUMENTING PUBLIC INVOLVEMENT

Communication is a two-way process that continues to the end of project development when the final decision is shared with stakeholders. All aspects of public involvement should be continually evaluated and documented. These ongoing processes will ensure that the plan can be modified, if necessary, and that decision-makers have sufficient breadth and depth of relevant information to make the best decisions for the project.

A project vision, including purpose and need, must be developed and clearly documented with the involvement of project stakeholders early in the process. This vision should then guide project development decisions. In order to successfully achieve that vision, project team members from project planning, design, right-of-way, construction, maintenance and operations must appreciate the importance of each function and buy in early to the project vision.

Documenting the Process and Results

Public involvement requires conscientious documentation. From informational brochures to ITD's Web site resources to comment sheets and scoping-question data—all of these tools are considered documentation and will contribute to the effectiveness of the public involvement in project development.

Recording the process and the results of the process is also important because that record is often consulted during decision-making. Rejected ideas have a way of resurfacing if they are not accurately recorded and addressed. In addition, decision-makers must know how the public was involved, whether the appropriate stakeholders participated, what the public said, and many other factors that weigh in their decisions. ITD also has legal requirements that must be fulfilled through careful and accurate documentation.

Accurate documentation also enables ITD to learn from successes and failures, allowing project managers and project concept-team members to go back and evaluate what was done, what wasn't done and what might have been done better. Successful strategies can be adapted to similar future projects. Ineffective strategies can be examined more carefully: Why did that strategy fail? Could it be modified for better effectiveness? This evaluation needs to be ongoing. Project team members can evaluate previous steps at any time and make corrections, if necessary, the documentation is the tool that helps them make those assessments.

Once project development is completed, the department recommends that several documents be included in the resident engineer's file (commonly referred to as "the resident's file"), a file prepared by the project development manager and sent to the construction project manager (**See** *Appendix 2:* **Documentation Recommendations**).

Communicating Decisions to Stakeholders

Though communication between ITD and stakeholders occurs throughout the development of a transportation project, it plays a different role at the end of the development process. At this time, the public is advised of the formal decision made by the department, the Idaho Transportation Board or the Federal Highway Administration (FHWA).

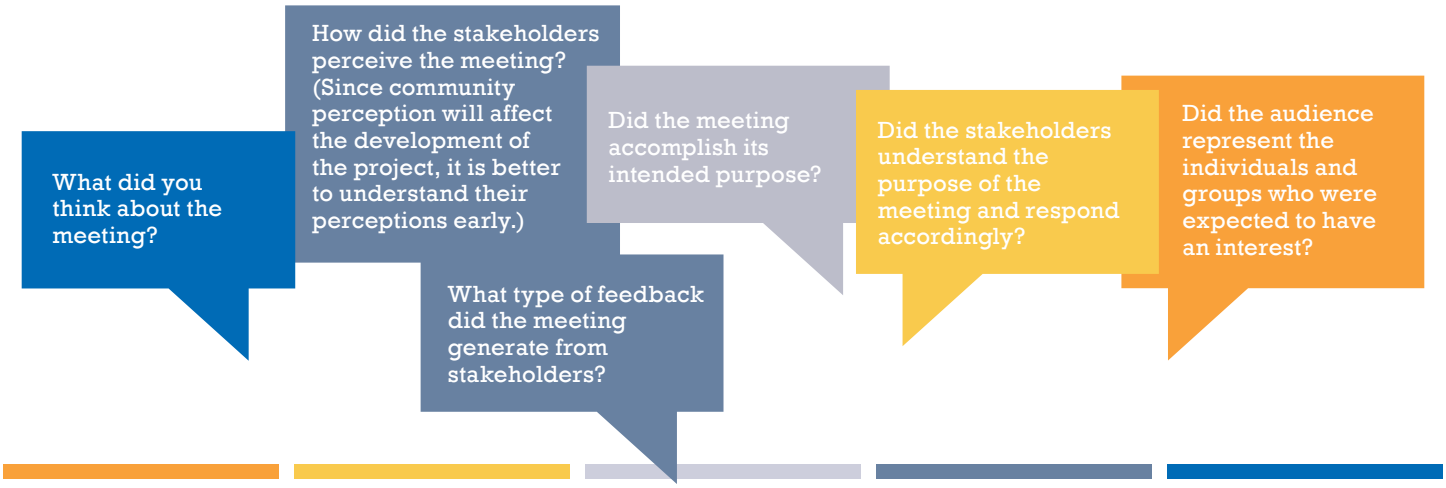
Ongoing documentation will help determine the best means for sharing information about the location, design and construction schedule. If construction information is not available, the department must let people know when it will be available.

The following tactics might be used to inform stakeholders that a decision has been made:

- Send personal letters from the district engineer or the project manager to the stakeholders. Such correspondence should include details, construction schedule and possibly maps.
- Issue a news release, which should also include the details and construction schedule.

Evaluating Strategies and Activities

Through evaluation, ITD can determine the degree to which planned activities provided input and led to effective decisions. For example, after a meeting, a debriefing or recapping session would be helpful in determining whether ITD met its objectives. Such a post-meeting review should consider these questions honestly:



CHAPTER 2

Planning Public Involvement with the POP

INTRODUCTION

From concept to construction and through maintenance, the public's needs, concerns and questions must be considered and addressed as ITD works to improve public safety, enhance mobility, and support economic vitality.

This is why planning for and executing appropriate strategies to involve and communicate with the public at large and with individual stakeholders throughout the life cycle of transportation impacts is critical in the department's effort to maintain transparency with the public.

To effectively manage public outreach plans and activities, staff need information and recommended tools to analyze the depth and breadth of outreach needs so they can decide how best to meet them. The Public Outreach Planner (POP) is that resource. The POP is a tool for analyzing and quantifying public outreach needs, which will ultimately lead to appropriate and efficient outreach management.

HOW TO USE THE POP

1 Select appropriate track.

The first step in meeting any need is defining it appropriately. For communication analysis, it is necessary to consider a wide range of possible impacts and perspectives. As appropriate questions are defined and addressed, a picture begins to emerge that points a project team in a direction for meeting the public's potential needs.

Determine what category your transportation impact best fits. Five "tracks" have been developed to catch all potential transportation impacts in Idaho. They are:

Corridor Plan

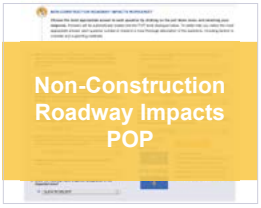
Medium and long-range highway planning efforts. This track is designed to help determine the appropriate level of public outreach on corridor planning efforts, before projects are selected and enter the NEPA phase. Corridor plans help determine where future projects are needed.

Environmental & Design

Roadway projects that are in or will be entering the environmental phase. This track is designed to help determine the appropriate level of early public involvement as alternatives are being selected and/or design elements are being determined. Companion projects that fall within the same impact zone will likely be perceived by the public as one project, and should be combined into a single public outreach plan.

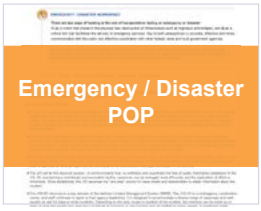
Construction

Roadway projects that are in or will be entering the construction phase. If your project is currently in construction or entering the construction phase, this track will help determine the appropriate level of public involvement prior to and throughout roadway construction efforts, including maintenance projects. Companion projects that fall within the same impact zone will likely be perceived by the public as one project, and should be combined into a single public outreach plan.



Non-Construction Roadway Impacts

Roadway impact not associated with the plan, design or construction of an infrastructure improvement project. These types of impacts may include moving oversized loads, transporting hazardous or sensitive materials, festivals, parades, races or any other non-construction roadway action with the potential for public impact.



Emergency/Disaster

The Idaho Bureau of Homeland Security (IBHS) has specific procedures in place for emergency and disaster related incidents. This track provides specific information prepared by IBHS that provides guidance when informing and educating the public during a natural disaster, emergency, or significant large-scale event that involves multi-jurisdictional response and recovery.

The ITD Office of Communications staff, Public Involvement Coordinator and District Planners are the subject matter experts (SME) on communications and outreach needs and strategy.

2 Answer questions and get your score

For each track, customized multiple-choice questions were developed to address the primary needs, issues and concerns of a variety of stakeholder groups affected by transportation impacts. These questions appear for each track. Each question's answer choices are equally weighted in a scoring range of 1-5, then averaged – This is your POP Score. Your POP Score is then rounded up to give you a recommended POP Level of 1, 2, 3, 4, or 5 – One representing the most minimal public outreach effort and five representing the most robust and extensive level of public outreach.

Your recommend POP Level should be considered the guiding framework for the intensity and methodology of public involvement for any project. It provides the information necessary to write a public involvement plan that takes recommendations from the POP to guide future public involvement activities, budgets and schedules.

3 Check Score for accuracy in Typical Project Descriptions

Knowing your POP Score, a corresponding level of need can be determined by referencing the *POP Level Typical Descriptions*.This page describes common attributes of transportation impacts for each track, at each POP Level.

This allows the user to refine decisions about the most appropriate POP Level for a transportation impact. For example, a District Project Manager answered the construction POP questions, to the best of her knowledge, for an upcoming road widening project, and landed on a POP score of 2.53. The worksheet automatically rounded up to a POP Level 3 but after reading the typical project description, the project manager feels like her project is less complicated and this description doesn't exactly fit. Because her POP Score fell almost half-way between a 2 and 3, she reads the POP Level 2 description and discovers that this more accurately describes her project and proceeds with Level 2 recommendations.

While simple categorization of outreach need provides the benefit of being able to plan for and better manage multiple projects, project managers and teams should remember that public involvement and outreach is a dynamic process. Adjustments are often required over the life cycle of a project, with corresponding changes in approach, strategy and tasks. Given this, be aware that a project may move from level to level as it evolves from phase to phase, or even within a single project phase. You can never complete the POP questions too often. If it feels like your project has grown less or more complicated, re-answer the questions and see where you come out.

4 Save out your completed questions/answers PDF

It is important to save a PDF of your completed questions/answers in your project file. Instructions for saving can be found at the end of the track questions.

5 Review budget and staffing/tools and techniques

Budgeting: Once the outreach level is determined, the *Budget Estimates* page provides a framework for approximate budgets that a contractor or third-party public involvement and communication support may propose, for each track and POP Level. This page also provides estimated direct expense associated with public involvement tools, with or without third-party support.

Staffing & Tools: You know your POP level and you have an estimate of how much public outreach might cost,

but how do you actually conduct the outreach? For each track and POP Level, the *Staffing & Tools* page provides customized lists of recommended staff to involve and possible tools and techniques that when done right, have proved successful at effectively involving the public.

Outreach tools listed here are not required, and it is not expected that a transportation impact will exhaust the list for its particular track and POP Level. It is recommended that users work with their SME's to determine which tools and techniques are most appropriate for your project and public.

Save out appropriate POP Level Reference Guide

The *POP Level Reference Guides* provide comprehensive information on public involvement requirements, including definitions, descriptions and examples of tools and techniques. Reference guides pull the relevant information from the ITD Guide to Public Involvement and collect it in customized reference guides for each POP Level.

Begin and continually update POP Tracking Workbook

The *POP Tracking Workbook* is designed to help project teams track and document public involvement throughout the life of a project. This workbook asks specific questions about the project to help current and future project teams:

- ➔ Easily locate and reference relevant files, documents and collateral
- ➔ Understand project history, trends, public opinions and attitudes

The POP Level Reference Guides act as a supporting document to the tracking Workbook, where the project's public involvement activities are documented. One POP Tracking Workbook should be used for the life of a project (from Corridor Planning through Construction) and provides a place to track and update public involvement changes, activities and events.

SUBJECT MATTER EXPERTS

The ITD Office of Communications staff, Public Involvement Coordinator and region planners are the subject matter experts (SME) on communications and outreach needs and strategy. As such, they are a resource to project managers and project teams. However, given the sheer volume of projects - most of which require some level of public involvement and outreach – the POP has been developed to assist ITD staff in determining the outreach level on any given plan, project or impact, thus streamlining the outreach management decision-making process.

SME's should be kept abreast of all public involvement and outreach decisions. They are a resource to the project team or to the third-party communication support that is procured. Department-wide, SME's must be updated on all activities to coordinate broad-based communications strategy and outreach.

PROCESS NETWORK INTEGRATION

To facilitate efficient and effective implementation of the POP, references to it is included in the Project Scheduling System and the Guide to Public Involvement. Other manuals, including the *Corridor Planning Guidebook* and the *Environmental Manual* will be updated accordingly. This integration helps users know when and how the POP

should be used to analyze need and to establish appropriate outreach budget estimates, potential tools, activities and recommended team framework for the project.

CONCLUSION

While the POP is meant to provide users with an overview of the outreach planning process and tools to evaluate and meet the needs of a transportation impact, it is critical to note that effective outreach must be custom-designed to fit the impact's needs.

Early outreach efforts allow ITD to identify issues up front and plan to deal with them. That said, experience shows that transportation impacts evolve and needs change based on public and agency input, technical and political considerations and the changing funding environment. As such, public involvement and outreach must evolve and adapt to match the evolution of a project.

The POP is intended to assist ITD staff in assessing the range of outreach needs, identifying tools that may be used in meeting those needs, and providing an estimate of the potential costs associated with their implementation. POP Levels and their recommendations are not mandated and staff are not held to any requirements. The POP is a resource designed to help ITD staff make educated decisions about public outreach.

CHAPTER 3
Creating a Public Involvement Plan

THE OUTCOME-DRIVEN PROCESS

In order to develop, write and implement an effective Public Involvement Plan, it is important to begin with the end in mind. In other words, identify and articulate exactly what the goals of the project and plan are and what criteria will best measure how well those goals were achieved.

The goal of public involvement is to generate win-win solutions and comments like these:

Thorough scoping helps project managers ask the questions that are critical to a project's success. It provides the information necessary to write a public involvement plan that takes recommendations from the POP to guide future public involvement activities, budgets and schedules. If conducted before a consultant is hired, scoping data help ITD determine which consultant could provide the best public involvement services. It also allows project managers to better analyze a consultant's scope of work.

An effective public involvement plan must coordinate with the technical milestones in the planning process or the project development process. Coordination means that a good schedule with well-defined activities is critical.

ITD recommends that the POP process be reevaluated as projects evolve and change from one phase to the next and sometimes within a single phase. ITD also recommends that public involvement plans be reevaluated to reflect POP recommendations and changes in the project. For a long process, built-in formal revision dates are a good idea.

STEPS TO AN EFFECTIVE PUBLIC INVOLVEMENT PLAN

Complete the POP

Your recommend POP Level should be considered the guiding framework for the intensity and methodology of public involvement for any project.

Identify Stakeholders

Identifying the segments of the public likely to be affected or impacted by a project is the first step and determines the range of public involvement activities needed. *Early stakeholder scoping helps:*

- Identify potential controversies
- Gauge levels of interest for various stakeholders
- Assess available resources
- Identify social, economic, cultural and environmental concerns

While stakeholders include owners of property adjacent to the various alignments, they also include users of the project, jurisdictional representatives, transportation service providers, government agencies and interest groups.

Stakeholders may support the project or may be likely to oppose it.

A typical list of stakeholders might include:

- Adjacent property owners (residential, commercial, industrial, institutional—education, religious, government, non-profit)
- Adjacent property renters (residential, commercial, industrial, institutional)
- Facility users (commuters, truckers, business customers, major regional employers)
- Local elected and appointed officials (city council, county commissions, planning commissions)

Thorough scoping helps the project manager ask the questions that are critical to the project's success. It provides the information necessary to write a public involvement plan that takes recommendations from the POP to guide future public involvement activities, budgets and schedules.

- Resource and regulatory agencies
- Local jurisdiction transportation or technical professionals (public works directors, traffic engineers, planning directors)
- Regional transportation professionals, such as Metropolitan Planning Organization transportation planners
- State transportation professionals (ITD highway designers and corridor planners, traffic engineers, environmental planners)
- Federal transportation professionals (Federal Highway Administration, Federal Transit Administration)
- Transportation service providers (transit agencies, airports, marine ports)
- Neighborhood organizations
- Traditionally underserved populations who may be impacted, such as minority groups/leaders, low-income and LEP persons (For complete guidelines, visit *idaho.gov*)
- Business organizations (local and regional Chambers of Commerce, economic development agencies, industry associations)
- Transportation interest groups (transit, bicycle, pedestrian, highway, aeronautic)
- Native American tribes
- Special interest groups (environmental, activist)
- Historic preservation and scenic conservation groups
- Growth-management interest groups
- Health and wellness interest groups
- Media (print, radio, online, television)
- The general public of the project's geographical area

Identifying stakeholders can be a challenge. Knowledge of local customs and local "powers" can sometimes be critical. Strong or influential community leaders may not always be elected or appointed officials. It helps to gather people from within ITD who are familiar with the project area and with the transportation needs there. They can provide a place to start identifying potential issues, the groups likely to be affected by those issues, and the key people in each group.

It is important to recognize that no matter how thoroughly the stakeholder identification activities are conducted at the beginning of a project, the list of stakeholders will change as the project progresses. As more detailed information becomes available, members of the general public who were previously uninterested may become stakeholders. The emergence of new stakeholders is a good indicator that it is time to re-do the POP to determine if the level of public involvement your project might need has changed.

The effort to engage underserved populations early in the process may include describing why minorities and other groups should be interested in participating, as well as writing documents for the public in easy-to-understand

or multiple languages. The earlier all interested parties can be identified, the better. Because of this, it is a good practice to include mechanisms for outreach to the general public as a continuing element of the overall public involvement plan.

Identify Issues

Stakeholder interviews conducted as part of public involvement scoping/plan development should provide a set of community issues, values and constraints concerning the project. But the results of such interviews may not necessarily provide a complete picture of all community values and interests. An effective public involvement plan includes broad community outreach at an early point in the project to ensure mutual understanding between ITD and the stakeholders of the full set of concerns associated with the project.

In some cases, some of the issues identified are beyond the scope of the current project process. They may need to be referred to other agencies that can take appropriate action, shifted to another planning and development process better suited to addressing them or postponed for consideration at a later stage of project development.

The identified issues that pertain to the project at hand should be incorporated into the project definition and documented as input into the evaluation of the project's purpose and need.

Outreach should be focused on understanding community attitudes about the nature of transportation problems or issues associated with the project. Specific concerns about safety, mobility, land use, land development and environmental values are especially important. Individuals or groups may note a concern or issue that might seem irrelevant or trivial, but project managers and ITD staff should strive to maintain an open mind and listen to what is being said. Again, issues often will resurface at some future point in the project if left unaddressed.

Establish Objectives

The next step in the planning process is to answer the question: "What do we need to accomplish with the public by the end of the decision-making process?" The answers become objectives that address stakeholder concerns as well as planner or project developer goals and can be achieved through public involvement activities.

Example of an objective: Maintain timely contact with key stakeholders throughout the decision-making process. At a minimum, some type of contact should be maintained no less than every four months.

Select Public Involvement Staffing and Tools

The *Staffing & Tools* page provides a customized list of recommended staff to involve and possible tools and techniques that when done right, have proved successful at effectively involving the public at each POP level.

The outreach tools listed here are not required, and it is not expected that a transportation impact will exhaust the list for its particular track and POP Level. ITD recommends that users work with their SMEs and project team to determine which tools and techniques are most appropriate for your project and public. More than one activity can, and usually should, be used to achieve each objective.

The tools listed here are hyperlinked to their corresponding section in this guide, to allow users to learn more about the tools, how to develop and implement them, and review examples from past ITD projects.

For users who would prefer a POP Level-specific public involvement guide, complete with definitions of tools and techniques appropriate for your effort, the *POP Level Reference Guides* were developed. These guides pull the relevant information from this guide and collect it in specific reference guides for each POP Level.

TITLE VI CONSIDERATIONS

Overview of Title VI

It is critical that all stakeholders have the opportunity to participate in every public involvement activity. Make arrangements as necessary to accommodate individuals with special needs.

In addition to scheduling events in venues that are Americans with Disabilities Act (ADA) compliant, it means addressing the needs of stakeholders whose first language is not English.

Such consideration is a matter of courtesy and effective involvement; it is also required by law. *Title VI was enacted as part of the Civil Rights Act of 1964,*
stating that:

> No person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance. (42 USC 2000)

The following statement expresses ITD's policy on accessibility and inclusiveness, and must be included verbatim in any published materials ordinarily distributed to the public (**See** *Appendix 2:* **Title VI Statement**):

> The Idaho Transportation Department (ITD) is committed to compliance with Title VI of the Civil Rights Act of 1964 and all related regulations and directives. ITD assures that no person shall on the grounds of race, color, national origin, gender, age, or disability be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any ITD service, program, or activity. The department also assures that every effort will be made to prevent discrimination through the impacts of its programs, policies, and activities on minority and low-income populations. In addition, the department will take reasonable steps to provide meaningful access to services for persons with Limited English Proficiency (LEP).

Related Statutes

In addition to Title VI, other related statutes provide protection against discrimination on the basis of gender, age or– disability by programs receiving federal financial assistance.

Title VI was further defined in 1994. Executive Order 12898 (Federal Actions to Address Environmental Justice in Minority Populations and Low Income Populations) requires federal agencies and their recipients to identify and address the effects of all programs, policies and activities on minority and low-income populations.

In 2000, Executive Order 13166 (Improving Access to Services for Persons with Limited English Proficiency) was signed into law, requiring federal agencies to assess and address the needs of otherwise eligible LEP persons seeking access to the programs and activities of recipients of federal financial assistance.

ITD's Responsibilities

The following table provides a brief summary of Title VI considerations and ITD's responsibilities. For complete guidelines and further information, visit the *ITD Web.*

Statute	Intent	ITD's Responsibilities
1964: Title VI (Section 42 USC 2000)	Prevents discrimination based on race, color, religion or national origin.	Add Title VI Compliance Statement (see Title VI Statement, **Appendix 2**) to all publicly distributed documents.
1973: Rehabilitation Act (Section 504 29 USC 790)	Protects qualified individuals from discrimination based on their disability.	Venues must be handicapped-accessible throughout. Check primary entrances for widths and ramps, circulation space for sufficient wheelchair access, microphones for adjustability, drinking fountains and restrooms for accessibility, public transit for accessibility, and parking area for access by persons with disabilities. Notices, fact sheets, comment forms, etc. will be made available in alternative formats upon request for those with seeing or hearing impairments. The public is not charged for alternative formats such as large print, audio cassettes or CDs, Braille, amplification systems or sign language interpreters. *(http://itd.idaho.gov/civil/Title6.htm)*
1973: Federal Aid Highway Act (Section 23 USC 324)	Prevents discrimination based on gender.	Hold events at gender-neutral locations and use gender-neutral language and references in spoken and written communication with stakeholders.
1975: Age Discrimination (42 USC 6101)	Prevents discrimination based on age.	Accommodations for elderly persons with limited mobility or undeveloped computer skills.
1976: FHWA Title VI Regulations (Section 23 CFR Part 200)	IIdentifies specific actions and attributes to ensure compliance.	Proactively ensure inclusion of and outreach to all stakeholders who might be impacted by a project.
1976: Environmental Justice (Executive Order 12898)	Mandates fair and equitable treatment of low-income and minority populations.	Identify and address disproportionately high and adverse human health and environmental effects. Encourage participation of impacted stakeholders in all phases of decision-making.

Statute	Intent	ITD's Responsibilities
2000: Executive Order 13166	Mandates that LEP persons (who do not speak English as their primary language and have limited ability to read, speak, write or understand English) have meaningful access to programs and services.	Check Idaho census reports for project–area demographics. State in all outreach documents (brochures, booklets, pamphlets, flyers, Web site, etc.) that language services are available free of charge. Provide or offer to provide interpreter(s). Include notices in local newspapers in languages other than English. Provide notices on non-English language radio and television stations about the availability of language assistance services for important events. (*idaho.gov*)

WRITING THE PUBLIC INVOLVEMENT PLAN

Overview

Every transportation project is different and each requires a public involvement plan tailored to its own unique needs and issues. Detailing public involvement goals, objectives, strategies and tools helps ensure that methods for soliciting public input are effective. With up-front planning, mid-stream changes are less likely, meaning that projects are more likely to stay within budget and on schedule.

Flexibility is also critical. Effective public involvement activities should be adaptable so they can evolve as conditions and situations change.

Begin developing a plan by identifying the project's purpose and need, determining the level of public involvement appropriate for the project through the POP, and identifying public involvement goals and objectives. Clarity will help identify the best strategy and tactics.

- ➔ Complete the POP before you start writing the public involvement plan.
- ➔ A plan is required for complex transportation projects and highly recommended, but not required, for all other projects.
- ➔ The public involvement coordinator is available for help in completing the public involvement plan.
- ➔ Submit the completed plan to the public involvement coordinator and attach a copy of the Location and/or Design Study Report.

Components of a Public Involvement Plan

Project Introduction: The introduction should explain the project as well as provide background information. The introduction also sets the tone for the project's public involvement and may be useful when developing related materials.

Goals and Objectives: Every public involvement plan begins with ITD's goals for public involvement.

- ➔ Gather the concerns and needs of the public to be considered during the project's decision making process.
- ➔ Use information gathered from the public to develop informed decisions.

The objectives should be derived from the specific circumstances of the project. The more specific they are, the better, as objectives provide justification for all other activities included in this plan.

Project Stakeholders: *This section of the public involvement plan should answer two questions:*

- ➔ Who might be interested in participating?
- ➔ Whose participation is necessary for the department to make sound decisions?

Next, identify the best channels of communication with stakeholders and what information the stakeholders need about the project.

Project Strategy: Outline the general approach and public involvement processes for achieving the project's goals and objectives.

Staffing and Tools: Use your POP Level and its recommendations as your guide. Review what has worked well for prior projects and has led to the greatest success. Understanding the project and the level of public interest will help you select the most appropriate tools and techniques for engaging stakeholders.

Resources: Specify the resources (both time and money) necessary to implement the project's public involvement activities. It is important to know the cost of your tools and techniques to determine whether available resources are adequate or alternatives need to be found. *The Budget Estimates* page provides a framework for approximate budgets that a contractor or third-party public involvement support person may propose, for each track and POP Level. This page also provides estimated direct expenses associated with public involvement tools, with or without third-party support.

Project Schedule: Identifying project milestones helps determine which and when particular public involvement activities are appropriate. Key activities should be integrated into the project's critical path method (CPM). The project activity flowcharts identify where "typical" public involvement activities occur during the development process.

Management: This section of the public involvement plan identifies the chain of communication as well as the roles and responsibilities between headquarters, Office of Communications, the district and any public involvement consultants. This section is especially important if a consultant is implementing public involvement activities.

Evaluation: Evaluation should occur throughout the project. This section of the plan should outline methods and measurements for evaluating whether the strategies, tools and techniques are meeting public involvement goals and objectives for the project. (**See** *Appendix 1:* **Public Involvement Plan.)**

Points to remember:

- Project managers are responsible for the development of public involvement plans for complex projects.
- Project managers are encouraged to include the public involvement coordinator in the public involvement consultant-selection process.
- The public involvement coordinator is responsible for reviewing and providing feedback to the project manager regarding the consultant's scope of work and the public involvement plan.
- Project managers can request the public involvement coordinator's participation in projects whether or not a consultant is involved in a project.

CHAPTER 4
Implementing Public Involvement

THE PUBLIC INVOLVEMENT TOOLBOX

No two projects are exactly alike, and public involvement tools and techniques should be tailored to reflect the particular character of each project such as its group of stakeholders, its geographic location, the successes and failures of previous public outreach programs and the level of complexity and controversy.

Even cultural differences in stakeholder groups make a difference in identifying effective techniques. For example, reliance solely on websites or email lists for disseminating project information may not be effective in reaching lower-income groups or certain other segments of the population. In another example, agencies working with Native American Tribes have noted that some prefer and react better to formal presentations from government officials than open-house formats. The key, of course, is to understand the local contexts and differences and tailor an approach that works for the stakeholders.

Techniques are also likely to differ from one decision point to another within any project because the nature of the required information exchange is different. At the beginning of the process, the project team usually works to discover community issues and gain a better understanding of the project need, but may have relatively little detailed or substantive information to share with the community. Later in the process, ITD is seeking feedback on particular alternatives and may need opportunities to present a large amount of detailed information.

In selecting the right technique for the right situation, look at what has been used before, consider the needs and perspective of your audience, and review the logistics to be sure what you're planning is realistic and workable.

Think of the techniques described in this chapter as a toolbox of options. As a starting point, the tools have been organized and divided into four categories according to how they might be used: **Printed Communication, Online Communication, Small Group Communication and Large Group Communication**.

Some techniques overlap, and many of them fit into multiple categories or fit into different categories at different times.

To effectively use the tools, it is important to know who you need to communicate with. The Ongoing Stakeholder Coordination chapter will list a variety of potential stakeholders and suggestions on how to engage these groups.

Keep in mind that it's not so much the tool or technique that determines success, but rather why we choose it, how we implement it, and what behavior and attitude we model during the process that makes the difference.

PRINTED COMMUNICATION

The goal of public outreach is to promote awareness by letting people know a transportation project is being considered, explain the impacts they might experience with the project, and detail opportunities for their comments and participation. Public outreach is an ongoing part of the process, as stakeholders must be kept informed about a project's progress, final decisions and construction schedules. *Printed communication techniques include but are not limited to:*

- **Fact sheets and fliers**
- **Stakeholder letters**
- **Legal notices**
- **Newspaper advertising**
- **Postcards/mailers**
- **News releases**
- **Brochures and newsletters**

Guidelines for Printed Materials

All written and printed materials need to adhere to consistent standards, must have a similar look and feel throughout the project and must follow the ITD guidelines as described below.

Use the ITD Style and Communications Guide and the Associated Press Stylebook as general references.

Logos

The ITD logo must appear on all printed materials. If a project logo has been developed, it should be used in addition to the ITD logo to increase project awareness and identity.

Logos of partnering firms, consultants or vendors should not appear on print materials intended for the public.

Reliance solely on websites or email lists for disseminating project information may not be effective in reaching lower-income groups or certain other segments of the population.

Policy Statements

ITD's **Title VI Policy Statement** should appear on all documents distributed to the public.

The Idaho Transportation Department (ITD) is committed to compliance with Title VI of the Civil Rights Act of 1964 and all related regulations and directives. ITD assures that no person shall on the grounds of race, color, national origin, gender, age, or disability be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any ITD service, program, or activity. The department also assures that every effort will be made to prevent discrimination through the impacts of its programs, policies, and activities on minority and low-income populations. In addition, the department will take reasonable steps to provide meaningful access to services for persons with Limited English Proficiency.

Following is a statement to be used if demographic data show there may be stakeholders who would benefit from Spanish interpretation. *(Contact the public involvement coordinator for translation to other languages):*

Se les recomienda a las personas que necesiten un intérprete ó arreglos especiales que llamen a la coordinadora de participación publica, al 208-334-4444 ó TDD/TDY 208-334-4458.

(Persons needing an interpreter or special accommodations are urged to contact the Public Involvement Coordinator at 208-334-4444 or TDD/TDY 208-334-4458.)

Environmental Ethic

If appropriate to the context, ITD's Environmental Ethic may appear in stakeholder materials:

The Idaho Transportation Department respects and values the many facets of Idaho's natural and human environment and will protect and enhance those assets while providing high-quality, fiscally-responsible transportation systems for the citizens of Idaho.

Stakeholder Letters, Brochures, Newsletters, Fliers, Fact Sheets and Postcards

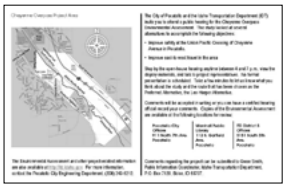
Although the names for printed communication with stakeholders are often used interchangeably, there are consistent guidelines for all of the tools. *They should be:*

- ➔ Inviting, easy to read- Strive for a 7th grade reading level by using words with fewer than three syllables, sentences with 15 to 20 words and paragraphs of 3 to 5 sentences.
- ➔ Free of jargon- Would someone from another generation, region or culture understand what you are saying?
- ➔ Conversational in tone.
- ➔ A means of regular communication- some form of communication every 4 to 6 months during a project or more frequently based on project impacts and schedule.

(**See** *Appendix 1:* **Examples and Samples**)

A **brochure** is often written to last the life of the project. It introduces the project, gives its background, tells how the public can provide input and how the input will be used, provides a project timeline, and gives contact names. Brochures are often distributed at public meetings and mailed to stakeholders response to questions.

Newsletters and fliers, often a two-sided 8.5" x 11" piece, are used to provide project updates. For example,
after a project milestone or public meeting, a newsletter might be sent to summarize what was learned and how the information will be used. An upcoming public event might be advertised on a flier or announced through a newsletter.



Postcards and other mailed materials can be used as invitations to public meetings or other events. They can be used to solicit feedback with a web address, or they can be used to provide a brief project update.

A **fact sheet** is useful as a handout or take-way for stakeholder events, as an insert in a mailing, as a ready reference for media interviews and to provide talking points during conversations with stakeholders. A fact sheet is generally written in a bulleted format with basic project information (improvements, schedule, impacts, etc.). They can also be written in frequently-asked-question format, with typical questions followed by the appropriate answers.

Stakeholder letters are used to communicate with people on an identified mailing list. They are more personal and often have a better chance of being read than a more impersonal brochure or newsletter.

Letters are used in highway projects to ask for permission to enter property for survey or right-of-way processes. In the hearing process, letters are used to announce to property owners and agencies the availability of an environmental document for review.

Remember: Provide at least 30 copies of mailed materials to the public involvement coordinator for distribution in the headquarters complex.

Make sure your brochure, newsletter, flier, fact sheet or personal letter does the following:

- ➔ Answers the questions, “who, what, why, when, where and how”
- ➔ Names a contact person, along with corresponding phone number, and email address
- ➔ Provides the website address where additional information can be found
- ➔ Contains ITD’s logo
- ➔ Contains Title VI information
- ➔ Reflects contact information for special accommodations including language interpretation (brochure, newsletter or postcard)

Distribution: Brochures, newsletters, fliers postcards and letters may be mailed to the addresses on an identified stakeholder list, which includes agencies and local elected officials. “Postal route drops” or “direct mailing” are often used to communicate with stakeholders in specific geographic areas. Materials also can be hand delivered to affected or interested stakeholders, or they can be left for stakeholder pick up at strategized locations (ITD offices, city buildings, businesses, etc.)

Remember: Provide at least 30 copies of mailed materials to the public involvement coordinator for distribution in the headquarters complex.


Cheyenne Overpass
— Public Notice —

Legal Notices/Notice of Availability

Legal notices are used to invite input on a proposed action. The notice is placed in the newspaper of record for the geographic area as well as any other newspapers that serve the affected stakeholders.

A legal notice may be placed in the “legals” section of the newspaper or it can be developed as a “display ad” and placed in any section. The important thing to note is that where a legal notice is required, a certification of publication is also required. Legal notices relating to the NEPA process are coordinated with the public involvement coordinator.

See *Appendix 1* for examples of a legal notice written for the “legals” section of the newspaper and one developed as a display ad.

Newspapers of Record

District 1:

Coeur d’Alene Press

201 Second

Coeur d’Alene, ID 83814

Phone: 208-664-8176

District 2:

Lewiston Morning Tribune

P.O. Box 957

505 C. Street

Lewiston, ID 83501

Phone: 208-746-1185

District 3:

Idaho Statesman

P.O. Box 40

Boise, ID 83707

Phone: 208-377-6400

District 4:

The Times-News

132 Fairfield Street W.

P.O. Box 548

Twin Falls, ID 83303-0548

Phone: 208-734-9667

District 5:

Idaho State Journal

P.O. Box 431

205 S. Arthur

Pocatello, ID 83204

Phone: 208-232-4161

District 6:

Post Register

P.O. Box 1800

3333 Northgate Mile

Idaho Falls, ID 83403

Phone: 208-542-6777

Specific Stakeholder Newspapers

Newspaper for Idaho's Native American tribes:

Sho-Ban News

P.O. Box 900

HRDC Bldg.-Pina Drive

Fort Hall, ID 83203

Phone: 208-478-3887

COMMUNICATING WITH THE PUBLIC VIA THE MEDIA

Inside every public involvement program is a good public information program. Before people can participate, they need the background to be able to participate in an informed manner. In particular, they need to know how a decision could affect them and their interests.

It is important to be as objective as possible. You may never convince advocacy groups that your material is objective, since some have a stake in being critical. The target therefore is the mainstream public, and the goal is to ensure that people who do not have a predetermined position perceive the information they receive from ITD as being useful and trustworthy.

Following are the most frequently used techniques for providing information to the public:


Idaho Transportation Department

News Release

News Releases

A news release, also called a press release, is typically one to two pages in length and makes an announcement about an upcoming event or discusses a decision that has been made. Occasionally, a news release shows up in a newspaper or on the air just the way you wrote it. But more often, it is used to convince an editor to do a story, and the reporter assigned to the story will contact you for follow-up information.

The raw content for news releases comes from the project manager. The Office of Communications reviews all news releases and sends them to the media upon finalization. (**See** *Appendix 1*: **News Release)**

Media Kits

One way to help reporters cover an event or introduce them to a project is to prepare a media kit providing a summary of the key information they might need throughout the decision-making process. Typically, a media kit consists of a folder with pockets that contain short summaries of the project need, the decision-making process, frequently asked questions, summaries of key technical studies or environmental documents and other relevant information. It's generally helpful to include copies of past brochures or newsletters and photos of the project area on CD.

Identify the reporters/editors you believe will be interested in the story and arrange to stop by, deliver the media kit and answer questions on the spot. Media Kits can also be distributed at a media event, which provides members of the media the opportunity to take pictures and gather project footage and interview ITD staff on location. It is good practice to take copies of the media kit with you to a public meeting to help reporters who may drop in.

Paid Advertising: Newspaper Display Ads and Radio/TV Ads

Paid advertisements are one sure way to make an announcement or present information to the public in newspapers or on radio or television. The chief advantage over news releases is that paid ads give you control of what is said and when it will run.

Paid advertisements are expensive. However, the public normally appreciates advertisements announcing public meetings, particularly if they are visually attractive and provide information people need to participate in a decision-making process. (**See** *Appendix 1:* **Examples and Samples**)

Who Takes the Lead

The program or project manager provides information to the Office of Communications, which will assist with formatting and advertising placement.

ONLINE/ELECTRONIC COMMUNICATION

Project Web Pages

ITD posts web pages for all active transportation projects in the "Projects" section of the department's website. This spares the project manager the time, energy and expense of building new project websites from scratch and provides a consistent access point for the public.

Purpose

Project web pages provide stakeholders with information about each project, including progress updates, ongoing public involvement activities and project contact information. Through online comment forms and direct links to the project manager's email, they also offer opportunities for stakeholders to participate in the process by providing input or asking questions.

How it Works

The public involvement coordinator posts the content written and supplied by the project manager. For an example, see: *http://itd.idaho.gov/projects/.* Choose a district on the map and a project from the list.

Project web pages are organized into the following elements, with content supplied by the project manager:

- Project name (e.g., U.S. 95 to Homedale)
- Photo
- Key number
- Project number
- Description of the project (from the project concept report)
- What has happened so far
- What is happening now
- What's next
- Contacts

All users of the ITD website assume the information posted there is correct and up-to-date. It is important to make sure that any new, relevant information about the project is supplied by the project manager for posting as it becomes available.

Who Takes the Lead

The project manager is responsible for writing the content by summarizing information from the concept report, then sending it to the public involvement coordinator as a Microsoft Word document along with a project area map or photo in JPEG or TIFF format. The public involvement coordinator populates a new project web page or updates an existing page with the content provided.

The project manager continues to send updates on the project status, announcements and other aspects to the public involvement coordinator throughout the life of the project. The public involvement coordinator forwards incoming stakeholder comments, questions or other input submitted through the web page to the project manager.

511

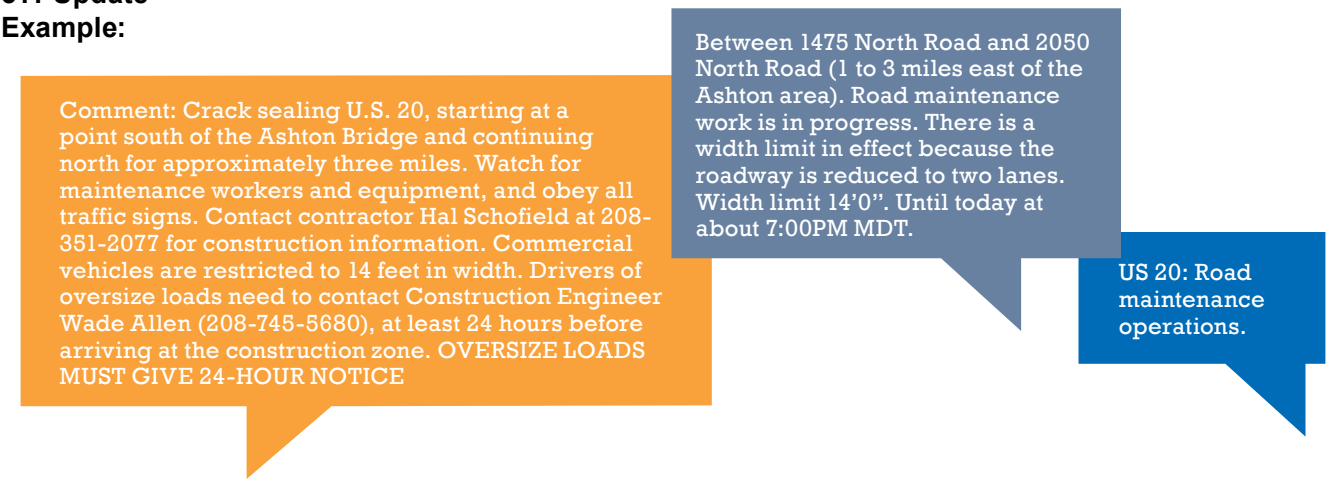
511 is a statewide public service of ITD to help travelers access information about road conditions, construction activities, traffic incidents, weather and tourism via the phone or on the web, 24 hours a day and 7 days a week.

511 provides information on interstates, U.S. routes and state highways. It does not include county roads or city streets, except in the Treasure Valley/Boise metro area, where some traffic information is provided in partnership with the Ada County Highway District.

Who Takes the Lead

The program or project manager provides 511 update information to their district's communication manager, who will work with the Office of Communications for posting on the 511 website.

511 Update Example:



Variable Message Signs (VMS)

These electronic message boards placed along the roadside communicate brief project messages to drivers during and in advance of roadway impacts. VMSs are typical of many construction projects, and are a great way to get information to the traveling public.

Alerts that you might consider on a VMS sign include:

- Notice of new traffic configuration/traffic shifts
- Information on upcoming closures
- Start date of project
- Emergency conditions
- Weekend work schedule
- Detour information
- Work ahead – notice of entering construction zone

Consult with the contractor on the number of characters and lines you can include on the VMS sign as well as the duration of the message.

Online Surveying

Surveys for projects can be used to understand and address public concerns, develop a public involvement strategy and even conduct opinion polling.

Online surveys are becoming more and more popular as a quick, cost-effective way to solicit input from the public. There are many survey providers that allow you to build your survey online, import email contact lists, and even track and evaluate your survey results.

These online surveys can be advertised by a mailed postcard with the URL or Quick Response (QR) code linking to the survey. Mailing a small postcard is more cost-effective than mailing a hard-copy survey with return postage.

Even with the increasing popularity of this online tool, it is important to always provide a way for people to contact you if they cannot take the survey online, or if they would prefer a hard copy. Surveys also can be conducted by phone or mail/hard-copy distribution.

E-Newsletters

Like printed newsletters, electronic newsletters, or e-Newsletters, are used to provide project updates. For example, after a project milestone such as a public meeting, an e-newsletter might be sent to summarize what was learned and how the information will be used. An upcoming public event announcement or weekly project impact updates might be distributed through an e-newsletter.

E-newsletters are similar to printed newsletters in content and design. Please review the Guidelines for Printed Materials section at the beginning of this chapter for necessary communications inclusions.

The main difference between a printed and an electronic newsletter are the distribution method and internal features.

E-Newsletters can be distributed in a different ways:

- Some projects may distribute the newsletter information as a simple email to stakeholders as needed.
- Larger projects may warrant a more regular e-newsletter, distributed through an online email marketing service, such as Constant Contact.

These online distribution websites allow you to create customized e-newsletters. From colors, logos and graphics, you can create an e-newsletter to match your project brand. These websites also allow you to save your email contact lists in one place, making it quick and easy to send updates to stakeholders.

Unlike a printed newsletter, e-newsletters offer the following benefits:

- **Cost effectiveness:** no printing or mailing costs. Online email marketing services can cost as little as $15 a month.
- **Interactivity:** Include related web links, project photos and videos to your newsletter.
- **Instant access:** E-newsletters allow instant access to stakeholders and provide important information right when they need it.

Online surveys can be advertised by a mailed postcard with the URL or Quick Response (QR) code linking to the survey. Mailing a small postcard is more cost-effective than mailing a hard-copy survey with return postage.

Videos

Video is an important tool during the life of a project and can be used in many different ways. First, video can be used to educate stakeholders about the life cycle of a project similar to the proposed project. For example, it can educate the audience about the stages and steps involved in building a new section of highway or establishing bike lanes. Second, video also can be used to promote and identify the proposed project and can include a schedule of activities. This type of video is very helpful during longer, complex projects.

With advancements in traffic data, drafting and 3-D technologies, we are now able to create future animations of what the project's final product will look like and how it will operate. These animations help the public visualize the end result of the project. For example, for a new interchange on the freeway, a video animation using 3-D flyovers and traffic data can show the public how the new interchange will function, combining improvements and traffic volumes.

Purpose

The benefit of a video or an animation is that all audiences receive the same consistent and accurate message, and stakeholders are more likely to recall what they have seen and heard in a video than other formats. Through online tools, videos are easily shared with stakeholders through email and web links.

Let the visuals tell the story. A video should be an appropriate length for the information being provided. Keep in mind: The longer the video, the more likely you are to lose the viewer's attention. Use text and bullets sparingly, and consider incorporating music/and or narration.

Accompanying Activities

- **Other uses:** Video is a powerful medium and may be leveraged and re-used for internal ITD communication and distributed to television stations for public service announcement or use as footage to accompany project coverage stories. Consider including a disk of your video or animation in a media kit.
- **Other informational materials:** Videos can be supported with fact sheets and brochures to provide additional information to stakeholders. Consider playing your project video or animation at a public open house.

Online Open Houses

Online open houses can be used in place of or in conjunction with a physical public meeting. They are meant to provide information to the general public in a convenient, easy to share format.

Online open houses can be created using interactive PDFs or other video editing software. These videos often include a summary of the displays you may create for a physical open house (project background, progress, upcoming milestones) along with a voice-over of the material. Be sure to include project team contact information, as a way for the public to provide comment and input on the information presented.

Online open houses are very effective for reaching those who cannot attend a physical open house. Often times, more people will access the electronic open house rather than traveling to a physical open house.

After the creation of your online open house, be sure to post on your project webpage and publicize the posting as needed. Invite the public to watch the open house, and share with others. Also consider posting your online open house URL in project newsletter/email updates.

Consider using YouTube.com for distribution and posting. YouTube is one of the most popular video sharing websites in the world, and YouTube can offer analytics for measuring the success and value of your video.

Social Media (Facebook, Twitter, YouTube, etc.)

Social media is quickly becoming the most popular way to obtain and share information. Use of social media as a part of public involvement is cost-effective and quantifiable. It gives users instant access to followers and is an effective way to engage a silent majority and reach generations X, Y and Z.

Many state agencies and municipalities are using social media, including ITD. Prior to project initiation, identify any state agencies or municipalities that you are working with and determine if they are using social media. Consult with those who do use social media to develop a plan with them to share project information. *This information could include, but is not limited to:*

- Construction updates (closures, detours, lane shifts, schedule announcements, holiday work schedules, etc.)
- Project photos
- Video animations
- Online open houses
- Maps of project area
- Public meeting information

First, decide whether your district or your specific project needs a social media site. Consider the size and location of your project/district and whether or not internet access is available for or used by the majority of your public.

Promotion of your social media site(s) is vital to their success. Consider using the following promotion methods for your district's/project's social media page(s) (**See** *Appendix 1* : **Social Media)**

- Post on ITD's existing social media sites
- Use project stakeholder database to access email addresses and contact information
- Add social media links on project collateral (cards, fliers, mailers, etc.) and construction updates

Maintaining social media sites, like Facebook and Twitter, is an on-going, constant process. Posting must occur on a regular basis and response to follower feedback and questions must be prompt. Research other similar social media pages and consider developing a posting plan in advance, with dates and description of content. Update this log regularly to stay ahead of schedule– it can be easy to fall behind.

Social media provides the public with another tool to provide comment and gives public involvement teams another way to address stakeholder issues. Some members of the public feel more confident typing and sending comments electronically rather than making a phone call. Consider creating a log in Excel or Access to track all postings and any stakeholder questions/responses.

SMALL GROUP COMMUNICATION

One-on-One Engagement:
Stakeholder Interviews
Site Tours

Small-Group Engagement
Facilitation
Citizens Advisory Committees (CACs)
Community Coordination Teams (CCTs)
Focus Groups
Facilitated Decision-Making/Workshops

As you convene any stakeholder event or collaborative activity, be clear about:

- ➔ What participants can expect
- ➔ The level and methods of stakeholder participation
- ➔ What participants can influence
- ➔ What participants cannot influence
- ➔ Decision-maker assumptions about the issues

One-on-One Engagement Tools

Stakeholder Interviews

One-on-one interviews with selected sets of potential stakeholders can be done in person or by telephone. The necessary number of interviews will vary widely by project. Narrow down the list of potential stakeholders identified during the scoping process and make sure to include representatives from the full range of the people affected by the project. Include the opposition as well as potential supporters, facility users and so on. As you conduct these interviews, keep in mind that the information you gather may lead you to identify additional stakeholders that may need to be interviewed. Project sponsors often think they know all the positive aspects of a project, but it is easy to miss a particular stakeholder perspective. It is just as important to learn why people may favor a proposed action as why they may oppose it.

Interviews generally begin with a brief overview of the transportation need that is prompting the project-development activity, and proceed to questions concerning perceived issues and concerns, level of interest, ways the individual or group want to be included in the process, appropriate techniques for information exchange, key sources used for obtaining information about community activities and other individuals or groups who may be interested in the project.

Purpose

These interviews result in an improved understanding of stakeholder issues and characteristics, provide ideas for appropriate public involvement techniques, and build ITD credibility. People expect to be listened to and respect ITD for taking the time and trouble to do so. You should base public involvement planning on actual consultation with stakeholders, not speculate on their attitudes.

Personal interviews also have the advantage of placing staff locally in the project area, giving them an opportunity to get a sense of place and learn more about how the community functions. A project manager expressed it well: “In an ideal world, an engineer or project manager should have to live in a community for at least one week before working on a project there.”

Interview Techniques

Make appointments with stakeholders. If possible, visit in their home or office. It is preferable to take two people to interview so that one can take notes while the other asks questions.

Make a duplicate copy of your questions for the stakeholders and include a brief project overview. Limit the number of questions and take notes on your copy as the stakeholders speak.

Sample Questions

- What is your interest in the project? Are you a property or business owner? Interested citizen? Commuter? Other?
- What praises and concerns do you have about the project?
- How do these issues affect you personally and/or the organization you represent?
- What environmental issues should ITD know about? Historic sites? Plant or animal species? Other?
- How would you like to be involved? Community advisory committee? Attend meetings? Read updates?
- What methods of public involvement and outreach have worked well in this community in the past? What has not worked so well?
- Who else should we be talking with about this project (any other affected groups, organization that represents them, appropriate contacts, etc.)?
- How would you or your group like to receive information about this project? US mail? E-mail? Phone? Other?
- What is your contact information (name, address, phone number, e-mail address)?

Site Tours

Site tours can be used for one-on-one communication with a stakeholder or as a part of a larger, facilitated meeting. These informal field trips give stakeholders an up-close look and explanation of project specifics. Consider having ITD and/or technical representation on these site tours to answer questions and address concerns of stakeholders as they arise. Site tours can be done at any point in project planning or construction. During construction, consider a few tours throughout the project to illustrate the progress of the project.

Small-Group Engagement Tools

The following tools describe a variety of ways to bring small groups of people together to collaboratively solve problems and give input. Success using these tools requires neutral, guided group facilitation.

Facilitation

Facilitation is guidance of a group in a problem-solving process. The group leader— a facilitator— is neutral in regard to the issues or topics under discussion. The facilitator works with the group as a whole and provides procedural help in moving toward a conclusion.

The group is managed by the facilitator with the consent of the participants. The goal of both the facilitator and the group is to arrive at a collective decision through substantive discussions.

- ➔ *Facilitation leads toward empowerment and consensus and has these basic features:*
- ➔ Group energies are focused on a task or a limited issue.
- ➔ Discussion is structured without controlling what is said.
- ➔ Discussion is kept to the topic, with new issues identified and reformulated as they arise.
- ➔ There is equalized participation in discussion.
- ➔ The facilitator probes for consensus or agreement on issues.

Purpose

Facilitation brings out all points of view represented in the group. In a small group, the facilitator can encourage discussion from all participants. Sharing viewpoints stimulates discussion. If there is a lack of full expression of views, a facilitator can ask hypothetical questions to get discussion moving.

Time may be saved through facilitation. Ongoing differences of opinion or stalemate within a group require a neutral facilitator. The application of facilitation skills may be useful to break the stalemate and allow the group to move toward a decision.

Facilitators work for an open process. They ensure that the group is fully aware of the issues being presented prior to the discussion of steps to be taken. They assure that education on technical issues takes place as appropriate and seeks out the stances of participants on those issues. They ensure that points are clarified and elicit follow-up on questions. Facilitators make sure that all members of the group are respectful of each other's views.

Facilitation indicates a commitment to action. A facilitated meeting takes on an importance that a regular meeting does not have. Its designation indicates a commitment by the sponsor to offer a way of overcoming a specific obstacle. Its existence demonstrates a commitment to involving citizens in the decision-making process. It demonstrates that the sponsor is open to making public comment part of the decision-making process.

A neutral facilitator is selected by the sponsor to lead the group. The facilitator must be accepted by the group as unbiased, constructive and fair. This person should be an experienced professional familiar with assisting group discussions via group processes, communication and conflict resolution skills. The facilitator should elicit both facts and opinions and help the group distinguish between them. It is helpful if the facilitator is also familiar with the subject matter of the discussion.

The facilitator should not express a personal opinion in this role. Neutrality should be maintained at all times. If an opinion is requested, it can be given, but facilitators should announce they are stepping out of the neutral role prior to offering the opinion. At no time should the facilitator make a decision for the group. The

"what I'm hearing" technique brings discussion back to the agenda and checks on whether people are in agreement.

The sponsor determines the agenda and schedule of the meeting. The agenda may cover one or more issues to be discussed by the group. The project manager should meet with the facilitator to discuss the agenda and approach to be taken within the meeting. A site must be selected in a space that participants perceive to be neutral.

The facilitator conducts the meeting. The sponsor should not attempt to control the direction of the meeting once it is underway. The facilitator conducts the meeting toward its stated goals. Facilitators may add questions to elicit responses from individuals. Facilitators should record participants' comments on a flip chart or butcher paper without editorializing.

Facilitation is a supplement to other techniques. A facilitator can assist an established citizens' advisory committee to progress toward its goals. Facilitation is a requirement for a workshop or a focus group and also can be used in brainstorming or visioning sessions. It is typically used in a collaborative task force. Facilitation can be used in discussions associated with transportation fairs. Video can be used to record facilitated proceedings.

Special efforts should be made to include representatives of disabled, minority, lower economic classes and limited English proficiency (LEP) groups.

Community Advisory Committees (CACs)

A community advisory committee (CAC) is a representative group of stakeholders that meets regularly to discuss issues of common concern. Because it can be used either alone or in conjunction with other techniques, an advisory committee is widely used to achieve a basic level of citizen input to transportation planning and development.

An advisory committee has these basic features:

- Stakeholder groups from throughout the project region are represented. Stakeholders are given opportunities to volunteer to participate.
- Advisory group meetings are "public" because they are "announced" and anyone can attend. At the same time, some advisory group members are invited because of their expertise.
- Meetings are held regularly.
- Comments and points of view of participants are recorded and may be posted to the project website. Consensus on issues is sought but not required.
- An advisory committee is assigned an important role in the project-planning process.

Purpose

An advisory committee is a forum for hearing citizens' ideas. It is a place where ITD can present goals and proposed programs and where the community can become educated on technical issues. It gives a better understanding of project milestones. Its members feel freer to ask for assistance, for clarification of points and for follow-up on questions. It provides a continuing forum for bringing community ideas directly into the process and an opportunity for stakeholders to participate.

Special efforts should be made to include representatives of disabled, minority, lower economic classes and limited English proficiency (LEP) groups.

How it Works

Advisory committees are managed by the ITD project managers (with assistance from consultants, if applicable). The public involvement coordinator is also available to help with set-up and facilitation.

A typical advisory committee agenda would cover the following items:

- Introductions, if attendees vary each time
- Welcome to newcomers
- Discussion of agenda, seeking potential changes
- Discussion of items on agenda in order, unless change is requested
- Presentation of information as necessary for clarification
- Opportunity for comment/feedback

Who Participates

Members must be self-selected to avoid perception of bias or excessive ITD control of the outcome. However, it is important for ITD to be represented on the committee to foster communication and collaboration between stakeholders and government, and to make sure the proceedings are documented.

Selection is a two-step process:

1. ITD carefully identifies all stakeholders, including the general public, and invites participation in the advisory committee.
2. The public then self-selects advisory committee membership. Those who are interested attend.

If membership is not fully representative, ITD might encourage unrepresented or underrepresented groups to attend or provide their input in some other way.

Staffing

An advisory committee requires support staff within ITD, and the work required can be substantial. Meeting minutes must be kept and may be posted to the project web page. Background information, past minutes and agendas must be sent out before meetings. A site for the meeting must be selected. ITD representatives must attend to provide resources for advisory committee questions and response preparation.

Benefits

An advisory committee helps monitor stakeholder reactions to the project's concept, proposals and progress. By participating, ITD learns of opinions and stances at an early point in the process and can work to prevent stand-offs or escalating misperceptions. Working with the advisory committee, ITD can craft meaningful, context sensitive solutions in a relatively short period of time.

An advisory committee demonstrates ITD's commitment to public involvement. It helps find common ground for consensus about a solution. If consensus cannot be reached, an advisory committee provides a forum for identifying positions, exploring them in depth and reporting the divergences of opinion to ITD.

An advisory committee is flexible. It can be part of regional or state planning or be formed exclusively for a single project. An advisory committee should consider the special issues of Americans with disabilities, minority populations, various economic classes and LEP persons.

An advisory committee may provide previously undiscovered data or perspectives, such as in-progress intent to add a site to the historic register.

Other Key Points

An established advisory committee is the basis for many techniques of public involvement, some of which (facilitation, brainstorming, visioning, etc.) can take place within CAC meetings. Video can be used to illustrate specific points.

Reference

AASHTO Practitioner's Handbook: Utilizing Community Advisory Committees for NEPA Studies, December 2006.

Construction Coordination Teams (CCT)

Similar to a CAC, a construction coordination team (CCT) is a representative group of stakeholders in an affected project area that meets regularly during construction to discuss issues of common concern and receive updated information on project progress. This type of committee is used to solicit input and address stakeholder concerns. Because these committee members represent specific stakeholder groups, they can help project teams disseminate accurate, up-to-date information on the project.

Purpose

A CCT is a forum for updating and involving stakeholder groups during the construction phase of a project. It is a place where ITD and the contractor can present updated progress information and citizens can voice concerns and asks questions about the project. It gives a better understanding of project milestones and gives members the opportunity to ask ITD and the contractor for assistance, for clarification of points and for follow-up on questions. It provides a continuing forum for addressing citizens' concerns and updating the public on the progress of the project.

Special efforts should be made to include representatives of disabled, minority, lower economic classes and limited English proficiency (LEP) groups.

How it Works

CCTs are managed by ITD project managers (with assistance from consultants, if applicable). The public involvement coordinator is also available to help with set-up and facilitation.

A typical advisory committee agenda would cover the following items:

- Introductions and review of agenda
- Schedule
- Progress update
- General discussion/opportunity for questions from members
- Meeting wrap-up/next meeting date and time

Who Participates

First, key stakeholder groups are identified by the project team (businesses, residential areas, special interest groups, municipalities, etc.) Communication about the CCT takes place with these groups and a representing member either volunteers or is selected by their respective groups. It is important for ITD and the project contractor to be represented on the committee to foster communication and collaboration between stakeholders and the project team, and to make sure the proceedings are documented.

If membership is not fully representative, ITD might encourage unrepresented or underrepresented groups to attend or provide their input in some other way.

Costs

A CCT requires support staff within ITD and support staff from the contractor on the project. The work required for these meetings can be substantial. A site for the meeting must be selected, meeting minutes must be kept, past minutes and agendas must be sent out before meetings. ITD project team representatives must attend to provide project information for committees and to answer and address any concerns they may bring to the meetings. Costs for these meetings will vary based on frequency of meetings and duration of project.

Benefits

A CCT keeps key stakeholder groups updated on project progress and gives them the opportunity to voice opinions and concerns. By participating, ITD is able to keep their finger on the pulse of the public throughout the project, and can work with the committee to prevent potential public outbursts and correct public misconceptions about the project.

Other Key Points

An established community committee is the basis for many techniques of public involvement, some of which (facilitation, formal presentation, conflict resolution, etc.) can take place within CCT meetings. Video and photos can be used to illustrate specific points.

Focus Groups

A focus group is a tool to gauge public opinion. Borrowed from the marketing and advertising industry, it scientifically regards transportation as a product that can be improved and the public as customers for that product. It is a way to identify customer concerns, needs, wants and expectations. It can inform sponsors of the attitudes and values that customers hold and why. It can help drive development of policies, programs and services and the allocation of resources.

A focus group is a discussion with professional leadership. It is a meeting of a carefully selected group of individuals convened to discuss and give opinions on a single topic. Participants in a focus group are selected in two ways: random selection is used to assure representation of all segments of society; non-random selection helps elicit a particular position or point of view. A combination of selection techniques could result in a focus group of people well-versed in transportation issues as well as those who are solely consumers of transportation services.

A focus group has these basic features:

- A carefully crafted and facilitated agenda, with five or six major questions at most
- Emphasis on gathering perspectives, insights and opinions of participants through conversation and interaction
- Identification of major points of both agreement and divergence of opinion
- Minimal presentation of material that avoids preconceptions about context and subject
- Gleaning, not shaping, opinions or perspectives
- Eight to 12 participants
- Understanding that the participants' role is to give personal insights and perspectives

Informality encourages full participation. A focus group is a place for people to speak out without fear of criticism. The small size of the group lowers barriers to speaking out. Further, participants are not required or even encouraged to prepare for the discussion, since spontaneity in responding produces fresh information.

Purpose

A focus group provides citizen input from otherwise unrepresented individuals. Residents from specific areas within an urban region can be heard. Focus groups can also compare opinions that are internal and external to an organization.

Who Participates

Focus group members are selected by the sponsor. Depending on the goals to be achieved, a focus group can be heterogeneous (with a variety of people from different backgrounds within a single geographic area) or homogeneous (with separate focus sub-groups for residents, businesses and institutions). Members may be randomly selected or invited from previously identified non-random groups.

Citizens participate by stating opinions. Individuals within the group may react to others' opinions or bring up their own ideas. The group's facilitator will guide discussion to cover all agenda items and assure that all individuals get a chance to speak.

Focus group information supplements other citizen input. A purpose for the group should be clearly identified beforehand. Its agenda should fit closely within the information needs of a larger project or program. Opinions derived from the group should inform the larger effort.

A focus group is tailored to assess public reactions. Because it typically deals with broad policy or program goals and impacts on the community, it does not dwell on technical issues. Instead, it helps ITD or organizations understand overall public reactions to programs or policies at a single point in time.

Who Takes the Lead

A focus group needs a facilitator as leader. The facilitator is essential to hold the group to the agenda and to elicit opinions from each participant. In some cases, the facilitator can keep a single participant from dominating the proceedings of the group. In other instances, opinions may be lost in a sea of anecdotes unless the facilitator steps in to focus and clarify the discussion.

The facilitator needs guidance on the agenda and purpose of the focus group. Sample questions for the group can be provided to the facilitator beforehand. Additionally, the sponsor may want to be present at the group in a non-participatory function or as an outside observer. During a break in the discussion, the sponsor may confer with the facilitator to assure that all agenda topics are being covered.

Facilitated Decision-Making/Workshops

Facilitated decision-making is a method of reaching resolution through a structured, collaborative process. A workshop is an effective medium to conduct facilitated decision-making, and a trained facilitator typically guides stakeholders through this process.

Within a specified time limit, participants work together to reach a resolution. ITD usually sets the goals and time limit and announces them ahead of time. The workshop facilitator's responsibility is to bring out all points of view from concerned citizens as well as ITD representatives and other experts.

Here are the typical components of a workshop:

- ➔ Definition of issues to be resolved
- ➔ Analysis of the problem and alternative approaches to solutions
- ➔ Assignment of small groups to clarify issues
- ➔ Use of staff to find supporting data
- ➔ Development of proposals to respond to issues
- ➔ Development of alternative suggested solutions
- ➔ Presentation and analysis of final proposal(s)
- ➔ Consensus and final resolution of approach to be taken

A workshop is problem-oriented. The breadth of background of participants will assure full discussion of issues, interrelationships and impacts. Its time limits challenge people to rapidly, openly and honestly examine the problem and help potential adversaries reach consensus on an appropriate solution.

A workshop produces visible results. It is often used early in a planning process to provide useful ideas and perspectives from concerned interest groups. In mid-process, it can help resolve sticky issues. Late in the process, it is useful in resolving an impasse between groups.

Purpose

A workshop calls attention to an issue. It can dramatize:

- The need for public attention to resolve an issue
- A deliberately participatory problem-solving process
- ITD's openness to suggestions
- A search for all possible approaches to a question
- A democratically derived consensus

A workshop can generate alternative solutions to a problem. The setting encourages openness and creativity. All suggestions from the group—however outrageous—should be examined to encourage thinking about better approaches.

Who Participates

Any member of the public can participate in a workshop. A wide range of people with differing interests should attend. Typically, participants represent organized groups, but individuals with any stake in the issue should be encouraged to attend.

How participation depends on the workshop leader. An experienced leader/facilitator assures that a range of views will be heard, inviting citizens to take a stance and present their points of view. All participants are assured an opportunity to speak out, as the leader encourages even the most reticent participant to speak up without fear of rebuke or ridicule. The open, free-wheeling workshop format encourages enthusiasm and responses.

Who Takes the Lead

A leader experienced in facilitated decision-making techniques is a must. To avoid chaos, a high level of discipline is required. The workshop leader should be familiar with group dynamics and the substantive issues the group will face. The leader tailors the setting, background materials and issues to the goal of the workshop and elicits participation from all group members within the allotted time. One or two staff people should be available for support to the leader and to supply data and information.

Facilitated decision-making is a method of reaching resolution through a structured, collaborative process. A workshop is an effective medium to conduct facilitated decision-making, and a trained facilitator typically guides stakeholders through this process.

A workshop involves significant resources. The chief issues are sufficient space, appropriate background materials and an experienced leader. Graphics must be used so that participants can quickly comprehend the problem and envision alternative solutions. Background materials must be available at the start of the workshop so that no time is lost in investigating the problem. If the preparatory work leading to a workshop is done in-house, it can be time-consuming. However, if done by a specialist, it can be expensive.

Timing

A minimum of two hours is essential for a workshop focused on a modest problem. However, many workshops are day-long events.

A workshop can occur at any time in the planning process, but preparation is crucial. Advance work can take a month or more, depending on the issue to be discussed. Workshop materials are flexible and should be tailored to the focus of the meeting.

Partnering Workshops

Partnering workshops are often used at the beginning of a project. These team-building exercises are meant to create group understanding and buy-in of team goals and commitment to mutually beneficial results. They are designed to stimulate conversation and involve team members in planning for a successful project.

These are typically half- or full-day workshops that focus on facilitated discussion aimed at reaching the following goals:

- ➔ Understand the task
- ➔ Understand the team
- ➔ Anticipate and mitigate risks
- ➔ Establish communication protocols
- ➔ Establish ongoing evaluation and celebration plan

This facilitated workshop should result in individual buy-in of overall group goals. Documentation of the meeting is essential, and a discussion guide to for the group follow along with and take notes can often be helpful.

Who Participates

Members of the project team should be a part of a partnering workshop. This includes but is not limited to ITD representation (project manager, project engineer, public involvement coordinator) and contractor representatives, subcontractor representatives and any other necessary consultants.

Pre-Project Conflict Assessment

A pre-project conflict assessment is a team-building exercise with a project team prior to the construction of a project. These assessments are typically conducted as a facilitated meeting with a set agenda of topics/action items.

A pre-project conflict assessment includes:

- Evaluation of key stakeholder issues
- Identification of potential project hot spots
- Identification of key stakeholders
- Formulation of a base public involvement strategy

Who Participates

Members of the project team should be a part of this conflict assessment. This includes but is not limited to ITD representation (project manager, project engineer, public involvement coordinator) and contractor representatives.

LARGE GROUP COMMUNICATION

Public Meetings and Hearings

Meetings—formal and informal—are the backbone of a public participation program. People like and need firsthand opportunities to discuss programs and plans. However, a very small percentage of the public attends public meetings, so such meetings should be only one component of a more comprehensive public involvement program.

Relevant policies:

- BOARD POLICY B-13-02 – Public Involvement for Location and Design Determinations (**See** *Appendix 2*)
- BOARD POLICY B-20-03 – Public Hearings (**See** *Appendix 2*)

Overview

Meetings provide a time and place for face-to-face contact and two-way communication—dynamic components of public involvement that help break down barriers between people and the agencies that serve them. Through meetings, people learn that ITD is not a faceless bureaucracy and that the individuals in charge are real people. Meetings give ITD an opportunity to respond directly to comments and dispel rumors or misinformation.

Far from being passive gatherings, meetings are interactive occasions where people discuss issues of consequence to them and their neighbors, listen to opposing viewpoints on the issues and work together for the common good.

Options in Organizing Meetings

The particular circumstances of a plan or project determine the type of meeting that is appropriate, when it is held, the way it is organized and how it is conducted. Most meetings work best when they are adapted to a specific purpose—for instance, for stakeholders in a proposed project or plan to monitor its progress and effects, or for ITD to build consensus and support. Because they demand time and effort from all participants, meetings must be planned and implemented carefully.

Determining the Type of Meeting

The type of meeting, its timing and its level of formality are determined by its purpose in the overall public involvement effort. An effective strategy tailors meetings to the target audience, the corridor or region or the types of stakeholder groups—and, in some instances such as public hearings, to the legal requirements.

Scheduling for a meeting depends on what information participants need and when they are likely to need it, as well as on when ITD needs information from the public. Sometimes a series of meetings is appropriate:

1. A kickoff session;
2. Periodic meetings throughout the process, especially timed with major planning milestones and decision points; and
3. A meeting or meetings near the end of the process.

The underlying principle is to provide timely and adequate opportunities for participation. Flexibility is crucial. Project teams may consider varied meeting types to grab attention or focus on specific elements of a plan or program. Near the completion of a process, if ITD is legally required to hold a public hearing, it may choose to prepare potential participants with further informational gatherings and discussions. In cases where time is insufficient, ITD might schedule another date when discussion can continue.

How do meetings and hearings differ?

Public meetings present information to the public and obtain informal input from community residents. Held throughout the planning process, they are tailored to specific issues or community groups and are either informal or formal. Public meetings have been used for many years to disseminate information, provide a setting for public discussion and get feedback from the community.

A **public hearing** is a more formal event than a public meeting. Held prior to a decision point, a public hearing gathers community comments and positions from all interested parties for public record and input into decisions. Public hearings are required by the federal government as part of the NEPA process for many transportation projects and take place during transportation planning. Public notices in a general circulation newspaper cite the time, date and place of a hearing. The period between notice and hearing dates provides time for preparing comments for submission to ITD. During this period, ITD accepts questions and provides clarification.

Note that it is the ITD Public Involvement Coordinator's responsibility to maintain accurate public hearing files and hearing documents, and provide a hearing summary.

(See **Appendix 1** for examples of display ads and legal notices for public hearings and meetings)

Public meetings or hearings can be conducted in an "open house" format. Presentations, slide shows and one-on-one discussions continue throughout the event. Exhibits are laid out as a series of stations: a reception area; a presentation area for slide shows or short talks; areas for one-on-one discussions between community people and ITD staff; and displays of background information, activities to date, work flow, anticipated next steps and an array of primary subject displays.

An open house meeting/hearing has no set, formal agenda. Unlike a meeting, no formal discussions or presentations take place, and there is no audience seating. Instead, people get information informally from exhibits, hand-outs and staff and are encouraged to give opinions, comments and preferences to staff either orally or in writing.

Open house meetings and hearings have the following common characteristics:

- Information is presented buffet-style, and participants shop for information, including graphics, maps, photos, models, videos or related documents. Space is allocated for tables or booths, and information is mounted on walls or on presentation easels.
- Table space in the area is reserved for comment sheets where people write their opinions. Participants turn in comment sheets at the time or mail/email them in later. Pre-paying postage for comment sheets increases the likelihood they will be returned. Computers can also be set up to gather comments from the public electronically.
- ITD staff or project team members are present to answer questions and provide details. Often, at least one person staffs each station, but representatives also are positioned at displays or roam throughout the room.
- These events can be used for a planning process, project development or project construction. .
- Since there is no fixed agenda, these events are usually scheduled for substantial portions of a day or evening, so that people can drop in at their convenience and fully participate. Hours should be clearly set and well publicized. In areas where people work in shifts, open houses/hearings can be scheduled to overlap the shift changes.
- ITD usually provides take-home printed materials, brochures or maps.
- These events can include non-ITD displays. Sister agencies and community proponents or opponents may be given space to present a point of view via displays, documents or handouts in separate, visible areas. Some agencies have found that allowing public groups to set up tables outside the meeting or hearing room helps the public distinguish official agency information from other sources.

When is a hearing needed on a highway project?

The District Engineer may waive public hearings when public awareness and support for the project is apparent and non-controversial. If there is a question as to whether a hearing is needed, the District Engineer shall request in writing that the Roadway Design Engineer determine whether a hearing will be held, based on the following criteria and the results of the public information meetings.

Projects involving federal funds must have a hearing, or an opportunity for hearing, when the project involves:

- Acquisition of significant amounts of right-of-way
- Substantial change to the layout or function of the connecting roadways or of the facilities being improved
- Significant adverse impact on abutting property or when litigation or public controversy is anticipated
- Significant social, economic and/or environmental effect on the surrounding area

Projects financed totally with state funds must have a public hearing when:

- The state highway serving or traversing any city is to be abandoned, relocated or replaced
- There is significant public interest or controversy surrounding the project
- FHWA may request a public hearing when a hearing may be in the public interest.

Reference: *ITD Design Manual 375.04*

A single meeting can address several related projects or community planning issues. This is more efficient in terms of both staff time and mailing costs, and it helps avoid participant burnout, particularly when many of the same people are interested in several projects or plans. Joint meetings also help to place individual project issues and goals within a broader community context.

How does ITD use the output?

Meetings and hearings help monitor community reactions to ITD policies, proposals and progress. By observing reactions at periodic meetings or at a hearing, ITD and people are made aware of opinions and stances. If public meetings are held early in the process, these opinions may be analyzed and responded to before they become solidified or difficult to modify. Public hearings provide formal input to decisions.

What are the costs and other logistical concerns?

Resource and staff needs can be substantial, depending on the type of meeting. Information meetings are staffed with professionals who can answer questions and determine the concerns of those who attend.

ITD organizes a public meeting or hearing and prepares pre-meeting materials, including meeting announcements and agendas, displays, audio-visual materials and any mailings or publicity that are necessary. The public should be made aware of the free access to these materials.

ITD consider transit access and the needs of people with disabilities in selecting a convenient place and time.

Meetings and hearings may have ground rules. These typically would include:

- Recognizing the legitimacy of others' concerns
- Accepting responsibility for coming to a meeting prepared for discussion
- Listening carefully and sharing discussion time with others
- Encouraging everyone to participate
- Discussing with intent to identify areas of agreement, clarify differences and search for common understanding
- Establishing a speaker's time limit

For a public meeting, provide summaries in written form, describing areas of agreement and disagreement. All points of view must be clearly and fairly stated. For a public hearing, a hearing transcript is formally prepared, based on a stenographic record or tape.

Meeting/Hearing Timelines

ITD strongly recommends that public meetings follow a similar notification and planning schedule to that required for public hearings. The following table shows who is responsible for doing what, and the number of days in advance of the hearing the listed activity should be completed.

A complex transportation project will typically have a public involvement consultant (CONS) on the project team. In this case, some of the activities assigned to the public involvement coordinator (PIC) may alternatively be performed by the CONS and then reviewed by the PIC.

Glossary of Personnel Abbreviations and Terminology

CE	Chief Engineer	**PDE**	Project Design Engineer
CONS	Public Involvement Consultant	**PIC**	Public Involvement Coordinator
DE	District Engineer	**RD**	Headquarters Roadway Design Section
District	District Engineer, Assistant District Engineer, and District personnel including Project Development Engineer, Project Engineer, Traffic Engineer, Right-of-Way Supervisor, Traffic Engineer, Environmental Planner	**R/W**	Right-of-Way Manager
HO	Hearing Officer	**SB**	Secretary, Idaho Transportation Board
OC	Office of Communications	**Team**	District personnel, Public Involvement Coordinator, Headquarters Environmental
OTIS	Office of Transportation Investment Supervisor	**POC**	Personnel and Office of Communications

Public Hearing Timeline: Complex Project

It is recommended that meetings follow the same timeline as hearings.

***Note: Highlighted activities are those that involve communication with the public.*

# of days	Activity	Who Does It	Counsultant May Do It Instead
70 Before	Submit environmental documentation to ENV for approval prior to beginning of hearing process.	**District**	--
70 Before	Submit request to RD for hearing requirement determination (if question exists as to whether or not a hearing is needed).	**District**	--
70 Before	Submit project hearing plans to RD for approval.	**District**	--
65 Before	Make determination on hearing requirement and advise District and PIC.	**RD**	--
65 Before	Notify PIC when plans are approved and return approved plans to District.	**RD**	--
65 Before	Send copy of environmental document to PIC for file.	**District**	--
65 Before	Call PIC to schedule hearing date.	**District**	--
65 Before	Inform SB and ASHD to advise appropriate Board member of hearing date.	**PIC**	--
60 Before	Meet to outline organization of hearing. Define scope of hearing and make initial assignments for support materials, presentation, Q&A and team leader.	**Team**	--

# of days	Activity	Who Does It	Counsultant May Do It Instead
60 Before	Make assignments for following areas:	Team	--
	➔ General administration	DE	--
	➔ Local government concerns	DE	--
	➔ Participation by other political entities	DE/PIC	--
	➔ Illustrations and exhibits	PDE/PIC	--
	➔ Event site coordination	PDE/PIC	--
	➔ Video and still photographs	OC/PIC	CONS
	➔ Property owner contacts and R/W issues	R/W	CONS
	➔ Publications (written project overview)	PIC	CONS
	➔ Publicity	PIC/OC	--
	➔ Event script for each presenter	Each	--
60 Before	If system action, advise OTIS and PIC.	RD	--
60 Before	Identify Work Authority: Activity code: Functional code: Rule:	PIC	--
60 Before	Identify hearing location: (Must be handicapped-accessible and approximately 2,800 sq. ft. Please note that the best hearing location is one with all facilities included—sign-in area, main hall, separate video and testimony areas, break room for staff.) Identify hearing hours:	District/ PIC	CONS

# of days	Activity	Who Does It	Counsultant May Do It Instead
60 Before	Submit project information to PIC. Include: ➔ Reason for project ➔ Type ➔ Alternatives ➔ Length ➔ Estimated cost ➔ Construction year ➔ Environmental impacts ➔ Public concerns ➔ R/W properties affected ➔ Map of project location suitable for reproduction ➔ Location where project information/ plans can be obtained ➔ Contact person and phone number	**District**	**--**
60 Before	Decide who will be the primary contact person for each area: ➔ Design: ➔ Right-of-way: ➔ Environment: ➔ Traffic: ➔ Alternates:	**DE**	**--**
60 Before	Lay out all creative concepts for advance publicity; e.g., paid advertising, radio spots, news releases, etc. Identify newspapers and other media to be contacted.	**PIC**	**CONS**

# of days	Activity	Who Does It	Counsultant May Do It Instead
60 Before	Secure hearing officer	PIC	--
55 Before	Contact property owners again to personally advise them of upcoming hearing date, time and location, plus impact on individual property.	District & R/W	--
55 Before	Draft script to be used for video, project brochure, advertisements, news releases, etc. Send copy to team. Comments due to PIC by Day 52	PIC	CONS
50 Before	Make any necessary corrections to script and send copy to team. Script should include shot list for still photographs and video.	PIC	CONS
45 Before	Develop copy for all print/paid ads. Schedule dates for: ➔ Ads ➔ News releases ➔ Public Notice ➔ Interviews	PIC	CONS
45 Before	Make telephone inquiries of local officials to determine public interest in project as well as public concerns. Assess property owner concerns. Determine if notification needs to be translated into another language and notify PIC.	District	--
45 Before	Scriptwriter, videographer and district staff meet on site to shoot video footage and still photos.	PIC/OC/ District	CONS
45 Before	Finalize copy for paid ad and public notice. Review with team.	PIC	CONS

# of days	Activity	Who Does It	Counsultant May Do It Instead
40 Before	Prepare Q&A for each area. Distribute copies internally.	Team	--
35 Before	Draft letter for DE to send to involved property owners, local entities, utility companies, user groups, etc., advising them of the hearing. Review with DE, make any necessary changes and transmit final copy to district. Comment due date should be 2 weeks after hearing for EA; 30 days for EIS. Request contact with district personnel if special needs are necessary.	PIC	CONS
30 Before	Mail letter (and hearing brochure, if ready) to involved property owners, local entities, utility companies, Native American tribes, user groups, special interest groups, state legislators, etc., advising them of the hearing. **Send copy of the letter and mailing list to PIC.**	District or PIC	--
21 Before	First display ad appears in newspaper(s). Verify publication and file copy in hearing file.	PIC	--
20 Before	Print project brochure and mail to targeted audience specifically and to general public as a mail drop.	PIC	CONS
15 Before	Report on any issues that might affect hearing to PIC.	DE & R/W	--
15 Before	Train team members at hearing site with 1/2 day of full dress rehearsal at hearing site including videos, still photos, illustrations and Q&A scripts. Include audience interaction with mock questions and answers.	PDE/PIC	CONS
15 Before	Participate in local daily newspaper interview.	DE/PIC/ OC	--

# of days	Activity	Who Does It	Counsultant May Do It Instead
14 Before	Second display ad appears in newspaper(s). Verify publication and file copy in hearing file.	PIC	--
10 Before	Distribute approved news release to district/appropriate media.	PIC	CONS
10 Before	OPTIONAL: Conduct off-site public presentation of the key elements of the proposed project in a high-visibility area such as a mall (gives opportunity to test presentations and reactions).	Team	--
10 Before	Send reminder postcards with hearing information. Mail to same mailing list as DE's invitation letter (see Day 30).	PIC/ District	CONS
7 Before	Post meeting/hearing date and time reminder on social media sites (if applicable)	PIC	--
7 Before	Legal public notice appears in newspaper(s). Verify publication, send copy to HO and file copy in hearing file.	PIC	--
7 Before	Print sign-in forms and take to hearing.	PIC	--
7 Before	Contact HO, give overview of project, brochure and district contact.	PIC	--
5 Before	Interview appears in newspaper(s). Verify and send copy to OC and PIC.	District	--
5 Before	Do any final clean-up work and review changes from dress rehearsal.	Team	--
2 Before	Final display ad appears in newspaper(s). Verify publication and file copy in hearing file.	PIC	--

# of days	Activity	Who Does It	Counsultant May Do It Instead
1 Before	Post meeting/hearing date and time reminder on social media sites (if applicable)	PIC	--
1 Before	Make reminder calls to media about public hearing.	PIC	CONS
1 Before	Meet for final briefing	Team/HO/PIC	CONS
Day Of	Conduct hearing.	Team/HO	--
Day Of	Post online open house link on project webpage (if applicable)	PIC	--
1 After	Critique hearing. HO leaves one tape recording with DE or PDE.	Team/HO	--
5 After	Mail thank you letters, as necessary, and include written testimony forms to those who didn't attend hearing. Send copy to PIC.	PIC/DE	CONS
7 After	Obtain attendance figures and number of males/females/ disabled and minorities from PIC for hearing certification.	HO/PIC	--
14 After	Deadline for written comments. (-30 for EIS)	PIC	--
15 After	Prepare transcript, certification and other necessary information and give to PIC for copying and distribution.	HO/PIC	--

# of days	Activity	Who Does It	Counsultant May Do It Instead
15 After	Transmit copies of the transcript, sign-in sheets, certification of public notice and mail-in testimony to the DE, SB (8 copies), RDE, ENV, FHWA and local agencies/consulting engineer (if applicable). If local hearing, transmit original and one copy of transcript, mail-in testimony and sign-in sheets to local entity with cover memo. Keep copy of everything in file.	**PIC**	--
18 After	Transmit hearing transcript to DE and indicate required action to be taken by district.	**PIC**	--
18 After	Submit location and/or Design Study Report to RD.	**District**	--
18 After	**If Board decision is required** by Administrative Policy A-13-02, Public Involvement for Location and Design Determinations: prepare board agenda item with recommendation (also see system action instructions) and submit to RD. Complete and submit board agenda item with record of decision. Send copy to district. If system action: Send board decision to local entity by certified mail within 10 days of decision and file copy in hearing file. Once construction is complete, prepare official minutes for board signature and file copy in hearing file.	**District/RD/SB OTIS**	--
18 After	**If board decision is not required** submit appropriate project report to RD with request for location/design approval.	**District**	--
20 After	Approve location/design of project and notify PIC and district of project approval.	**CE/RD**	--

# of days	Activity	Who Does It	Counsultant May Do It Instead
20 After	Prepare record of decision for CE signature.	**RD**	**--**
20 After	Advise involved property owners and those who attended hearing of Board/ CE decision through a personal letter from the DE using the mailing list from hearing invitation and sign-in sheets. File copy in hearing file.	**PIC/District**	**CONS**
20 After	Prepare news release outlining decision and file copy in hearing file	**PIC/OC**	**CONS**
20 After	Close out hearing file. (-35 for EIS)	**PIC**	**--**

Displays

Displays provide information to the public and to generate conversation. At a public meeting, displays should be organized by topic and a technical expert should be available to provide additional information. Displays must be eye-catching and should contain some graphics and a limited amount of text, the majority of which is non-technical. Although display boards can be expensive to produce, they can be designed for subsequent use at other events and locations.

Display boards must contain the ITD logo and may contain the project logo (**See** *Logos*).

Presentations

An effective public involvement program requires an ongoing relationship with the stakeholders directly affected. Presentations can be one of the most effective methods of conveying key messages and addressing community issues. Because they may incorporate a wide variety of media—printed handouts, audio-visual aids, graphic displays, models—the audience has the opportunity to absorb and understand the information in multiple ways and in an organized fashion.

Tips for an Effective Community Presentation

1. Know your audience. Understand who they are and what their concerns are. What matters to a group of seniors will be different from what matters to a PTA group. This first step lays the groundwork for everything that follows.
2. Customize your materials to suit your audience. Some audiences respond better to a slide show, others prefer charts and graphs.

3. Respect everyone's time. Keep the presentation as short as possible and never go over the allotted time.
4. Keep it simple. Avoid being too technical. Keep in mind that in most cases, you're much closer to the issue than they are; what is familiar to you may be completely foreign to them. Your purpose is to familiarize and educate a group on issues that most directly affect them, so use layperson's language and illustrative examples or analogies. Avoid jargon and acronyms.
5. Leave it to the experts. When you've determined what needs to be presented, make sure it is presented by a credible source.
6. Prepare an outline. Your points are most effective if presented in an orderly fashion. A good outline keeps you from skipping important points and prevents rambling.
7. Practice, practice, practice. Schedule a dress rehearsal at least two days before the presentation, to leave enough time for any changes and adjustments that may need to be made. All those involved in the presentation should participate.
8. Be flexible. Sometimes the audience wants more or wants something other than what you've prepared. When appropriate to keep the audience engaged, go with the flow while maintaining control of the process.
9. Anticipate questions. Start by writing out a list of questions you're likely to be asked, and then ask others to help you practice your responses. Make sure you know the answers and can articulate them confidently and clearly. If you don't know the answer to a question, be honest and promise to get back to them with an answer as soon as possible. Then keep that promise.
10. Don't let all of your preparation go to waste because of technical problems. Make sure you'll have the equipment necessary to present your materials as rehearsed. Bring extra batteries, light bulbs, extension cords, easels, pens, files on CD, etc. Arrive early enough to test everything before the audience arrives.
11. Leave them with something they can refer to later. Bring handouts of material presented and a list of contacts for further information. Or, turn your presentation into an online video, and provide a link for participants.
12. Follow up while the issue is still fresh in their minds (and yours!). Make certain that any requests for additional information, contacts, or answers to questions are returned immediately following the presentation.

Videos

Video is an important tool during the life of a project and can be used in many different ways. First, video can be used to educate stakeholders about the life cycle of a project similar to the proposed project. For example, it can educate the audience about the stages and steps involved in building a new section of highway or establishing bike lanes. Second, video can also be used to promote and identify the proposed project and can include a schedule of activities. This type of video is very helpful during longer, complex projects.

With advancements in traffic data, drafting and 3-D technologies, we are now able to create future animations of what the projects final product will look like and how it will operate. These animations are helpful in visualizing the end result of the project to the public. For example, video animation using 3-D flyovers and traffic data can show the public how a new interchange will function, combining the new improvements and current/projected traffic volumes.

Purpose

The benefit of a video or an animation is that all audiences receive the same consistent and accurate message, and stakeholders are more likely to recall what they have seen and heard in a video than in, say, a speech. With online posting websites, videos are also easily shared with stakeholders through email and web links.

Let the visuals tell the story. A video should be an appropriate length for the information being provided. Keep in mind, the longer the video, the more likely you are to lose the viewer's attention. Use text and bullets sparingly, and consider incorporating music/and or narration.

Hearing Officers

Hearing officers are the authorized representatives of the Idaho Transportation Board at a public hearing. (**See** *Appendix 2*: B-13-02 and A-13-02). The hearing officer, working with the public involvement coordinator, will certify the hearing process and documents. The originals of all hearing documents are kept by the Office of Communications; copies of the hearing certification, including all testimony received, are provided to the project manager.


IDAHO TRANSPORTATION DEPARTMENT
TESTIMONY FORM

Testimony/Comment Forms

Testimony/comment forms may be customized to encourage the public to provide information needed in the decision-making process. Care must be taken to ask questions that are neutral.

At a minimum, comment/testimony forms must contain the official name of the project, the project number and key number and, if they are distributed at a public meeting, the date and location of the meeting. (**See** *Appendix 2* : **Testimony/Comment Form** and **Meeting/Hearing Sign-in Sheet**)

ONGOING STAKEHOLDER COORDINATION

Agency/Municipal Notification

Providing structure and opportunities for communication with state and federal agencies as well as representatives from cities and counties affected by a project. This notification should be well in advance of expected project or announcement and can be done via letter/email, phone calls, in-person meetings, etc.

Agency/Municipal Leadership Updates

Information provided to key municipal and agency staff and leaders. May be through formal presentations with key agency staff, policy makers or community leaders. May also take place in a public forum such as a city council meeting.

Continued Key Agency/Stakeholder Coordination

Outreach efforts with key community figures/opinion leaders affected by a project to understand and address concerns. This is usually ongoing throughout the project, and should include any stakeholders with land jurisdiction or land use oversight.

Chamber of Commerce/City Council Outreach

Coordination with city councils and chambers of commerce to update them on projects. This can be accomplished with formal presentations at the chamber's or city council's regular meetings. Consider a presentation at the onset, part-way through and at the conclusion of a project.

Civic Organizations/Senior Center Outreach

Coordination with community organizations and senior centers/assisted living communities to inform/involve in projects. Identify these groups early in the planning process and consider adding group leaders to email update lists. Also consider formal presentations for these groups when the project begins and periodically throughout the project.

Conflict Resolution/Mediation

Formal process of bringing two or more parties with diverse interests together to find solutions. May be done informally such as a door-to-door visit or formally through a mediation process and resolution document (memorandum of agreement). Conflict resolution can be a common occurrence during high-impact projects.

Emergency Management System (EMS) Coordination

Communication with emergency responders such as police, fire, 911, ambulance services. For any preconstruction meeting, all emergency response agencies that are responsible for service to the project location should be notified and invited to attend. For larger projects, weekly construction coordination meetings might occur. Consider inviting a representative from police and fire to attend these meetings. Also consider having an EMS representative on a Community Coordination Team or Committee.

Coordination between ITD, the Contractor, and the Response Agencies should be made to best facilitate potential emergency response to, and/or through, the project i.e. location of access roads, emergency contact information, temporary accommodations for emergency traffic, etc.

Environmental Justice Outreach

Working with historically disadvantaged groups, including women and minorities to ensure their voice is heard and their interests are represented in the decision-making process. Depending on the population you are working with, use of email and electronic communication may not be sufficient. Consider in-person meetings and phone calls for coordination with these groups. Also consider a translator if working with communities where English is not a first language.

Testimony/ comment forms may be customized to encourage the public to provide information needed in the decision-making process. Care must be taken to ask questions that are neutral.

Impacted Stakeholder Contacts

Coordination with businesses, residents, women and minorities, property owners, commuters, agencies, special interest groups and others with a stake in a project decision(s).

Neighborhood Association Outreach

Coordination with community groups to inform/involve in projects. Identify affected neighborhoods early in project planning, and keep a calendar of their regular meetings. Make contacts with these groups early and consider making a formal presentation about the project at an association meeting along with regular updates to Association members and leadership.

Policy-level Problem Solving

Working with an agency's upper-level policy makers to identify issues and solutions and create strategy. This could be ongoing throughout the life of a project, and can be most effective with in-person meetings and regular communication with the interested policy makers. Involving policy-level decision makers early can prevent unforeseen political conflict later when policy makers decide to get involved.

Process Evaluation

Assessment of a collaborative process's goals, results and future strategy. Process evaluations are often conducted at the half-way point of long-term processes, like CACs and CCTs. Survey questions can be developed to evaluate the satisfaction of the committee and ITD, to ensure that the goals of the process are being reached.

Right-of-Way Process Support

Assistance provided to a project team to coordinate with property owners who are directly impacted by a project due to property acquisition. This can include elements of conflict resolution as well as technical clarification for the stakeholder.

School District/Busing Coordination

Working with schools to develop child access routing plans, bus schedules, safety programs, etc. which facilitate project implementation. During construction, this type of coordination should be on-going. Consider having a school district representative on a community coordination team or committee.

Special Interest Group Outreach

Coordination with groups with specific agendas; e.g. environmental, business, recreational, social, etc. Advanced notification of project impacts is important with these groups. Also consider in-person meetings to discuss issues and concerns.

Stakeholder Availability

Availability to communicate (personal visit, phone calls, email, etc.) with project stakeholders. Be sure to distribute public information contact information effectively, and consider maintaining a stakeholder contact database. This is helpful for tracking stakeholder concerns, and for referencing the history of the project or a particular stakeholder.

Transit Coordination

Working with transit districts to coordinate schedules and incorporate project input. Identify key points of contact at these agencies prior to the project and consider adding them to a newsletter or email update list.

Trucking and Motor Carriers Coordination

Outreach and regular communication with trucking and motor carriers groups regarding project start dates, closures, impacts, etc.

Contact Information

Commercial Vehicle Services – Motor Carrier - Idaho Transportation Department

P.O. Box 7129

Physical: 3311 West State Street

Boise, ID 83707-7129

Fax: 208-334-2006

Phone: 208-334-8611

Email: cvs@itd.idaho.gov

Idaho Trucking Association

5171 Overland Road

Boise, ID 83705

Phone: 208-342-3521

CHAPTER 5
Communication during Emergencies and Disasters

INTRODUCTION

There are two ways of looking at the role of transportation during an emergency or disaster : 1 as a victim that shares in the physical loss (destruction of infrastructure such as highways and bridges), and : 2 as a critical link that facilitates the delivery of emergency services.

Key to both perspectives is accurate, effective and timely communication with the public and effective coordination with other federal, state and local government agencies.

The information provided in this chapter was developed in coordination with the Idaho Bureau of Homeland Security (IBHS) to assist and guide ITD staff with public communication efforts in response to a natural disaster, emergency, or significant large-scale event that involves a multi-jurisdictional response and recovery.

These events include but are not limited to:

- Civil disturbances
- Cyber-attack or failure
- Earthquakes
- Floods
- Fires
- Hazardous material events
- Human-caused event
- Landslides
- Pandemics
- Severe storms
- Terrorism
- Volcanic eruptions

JOINT INFORMATION SYSTEM

In order to coordinate the release of emergency information and other public affairs functions, a Joint Information System (JIS) may be established. The JIS serves as a focal point for coordinated and timely release of incident-related information to the public and the media. The Idaho JIS Operations Plan outlines the procedures necessary to conduct coordinated crisis communications in support of incident management. Activation of the JIS will reduce misinformation, maximize resources, and create credibility with the public in response efforts.

The JIS is accomplished when public information staff representing all jurisdictions involved in the incident management activities, including ITD, work together in conjunction with the Idaho Emergency Operations Center (IDEOC), or other incident management teams, as an information network to inform and educate the public and stakeholders. Whether the information involves saving lives, protecting property, or calming fears, the public must have accurate, timely and easy-to-understand information.

The JIS may function virtually, with participants linked through technological means, or may function at a central location, called a Joint Information Center (JIC). Information sharing platforms will be employed as a method for coordinating with participating agencies and staff. In general, all affected agencies will contribute to the coordinated messages developed in the JIS/JIC.

The JIC will be the physical location, or communication hub, to centralize and coordinate the flow of public information operations of the JIS. By maintaining a centralized communication facility, resources can be managed more efficiently and the duplication of effort is minimized. Once established, the JIC becomes the “one-stop” source for news media and stakeholders to obtain information about the incident.

The JIS/JIC structure is a key element of the National Incident Management System (NIMS). The JIS/JIC is a multiagency coordination center, and staff continues to report to their agency leadership. It is designed to accommodate a diverse range of responses and work equally as well for large or small incidents. Depending on the size, scope or duration of the incident, the structure can be sized up or down so that few people may execute a multitude of functions or one function may be staffed by many people. A significant public information response may involve personnel from local, state and federal jurisdictions, as well as public and private agencies.

The JIS may function virtually, with participants linked through technological means, or may function at a central location, called a Joint Information Center (JIC).

KEY CONTACTS

At the onset of a man-made or natural disaster, immediate coordination must occur with the following:

ITD Headquarters

p: 208-334-8000

ITD Office of Communications

p: 208-334-8005

Idaho Bureau of Homeland Security Public Information

p: 208-422-3033

Idaho Bureau of Homeland Security National Incident Management System

p: 208-422-3015

RESOURCES

Idaho Joint Information System/Center Operations Plan

The Idaho JIS Operations Plan is the primary resource for agency coordination, public communication procedures and recommended or mandated methods of information dissemination.

The following are also valuable resources:

Idaho Transportation Incident Management Plan

This document, published by ITD, provides specific step-by-step direction on what to do in response to an incident on state or federal highways, including how to determine the incident classification. This sets the stage for an effective and efficient response. Traffic incidents can be divided into three general classes of duration, each of which has unique traffic control characteristics and needs. This document also includes contact information for emergency response agencies in every Idaho county, adjacent states and provinces and Native American Nations, as well as contacts for regional communication centers, Idaho State Patrol offices and ITD Districts.

As part of the Transportation Incident Management Plan, alternate route guides for each district have been developed that describe suggested detours around sections of state and federal routes in the event of an emergency:

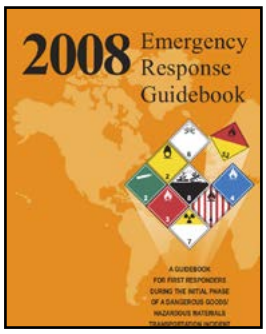
- District 1 Alternate Route Plan
- District 2 Alternate Route Plan
- District 3 Alternate Route Plan
- District 4 Alternate Route Plan
- District 5 Alternate Route Plan
- District 6 Alternate Route Plan

Idaho Emergency Operations Plan

This manual, published by IBHS, is an all-discipline, all-hazards plan that establishes a single, comprehensive framework for the management of domestic incidents. It provides the structure and mechanisms for the coordination of state support to state, local and tribal incident managers, and for exercising direct state authorities and responsibilities. Idaho Emergency Support Function #1 specifically addresses the management of transportation systems and infrastructure to perform response missions.

National Incident Management System (NIMS)

NIMS, produced by the U.S. Department of Homeland Security, provides a systematic, proactive approach to guide departments and agencies at all levels of government, nongovernmental organizations, and the private sector. It is designed to work seamlessly to prevent, protect against, respond to, recover from, and mitigate the effects of incidents, regardless of cause, size, location, or complexity, in order to reduce the loss of life and property and harm to the environment. Component IV-C specifically addresses public information including the role of the Incident Public Information Officer.



USDOT Emergency Response Guidebook

This guidebook, published by the U.S. Department of Transportation, specifically addresses incidents involving the shipment of hazardous or dangerous materials. It provides a glossary of information to better understand and determine the nature of the materials being shipped via roads, rail and pipelines. It includes emergency response contact information for the United States, Canada and the rest of North and South America.

APPENDIX 1
Examples and Samples

SCOPING QUESTIONS

1. Project origin and background

a) Why is this project in the program?

b) Why is this project needed?

c) What are the concerns or history of public involvement in the communities affected by this project?

d) What does the community (elected officials and others) need to know about this project?

2. Project Impacts

a) What are the benefits of this project?

b) How will it improve the community?

c) Will the project change the character or function of the highway? How?

d) What are the environmental implications of this project?

e) Are there any other special concerns associated with this project?

f) What stakeholder reaction is expected?

3. Stakeholders

a) Who is impacted by this project? Who are the project stakeholders? (note: this list should be updated as needed throughout the project.)

b) What is the best way (or ways) to provide information to the stakeholders?

c) What are the best ways to gather information from the stakeholders?

d) Whose needs will be met by this project?

e) Whose needs will not be met?

f) Are any minority, low-income, Native American tribes, elderly or other populations with special needs affected or impacted by this project?

g) What is the best way to develop two-way communication with minority, low-income, Native American tribes, elderly or other populations with special needs who are affected or impacted by this project?

4. Schedule

a) What is the schedule for project development?

b) Will the project require a merger process, and if so, why?

c) What community events could be affected by this project?

5. Legal Questions

a) Will right-of-way need to be purchased? If so, how much, and what actions are necessary?

b) What are the mandates or regulations governing this project?

c) What are the potential environmental or cultural impacts?

d) What impacts will there be to roadways or facilities under another agency's jurisdiction?

6. Resources

a) What resources do I need to implement public involvement for this project?

b) What resources do I have to implement this project?

c) If resources are not adequate, what steps can be taken?

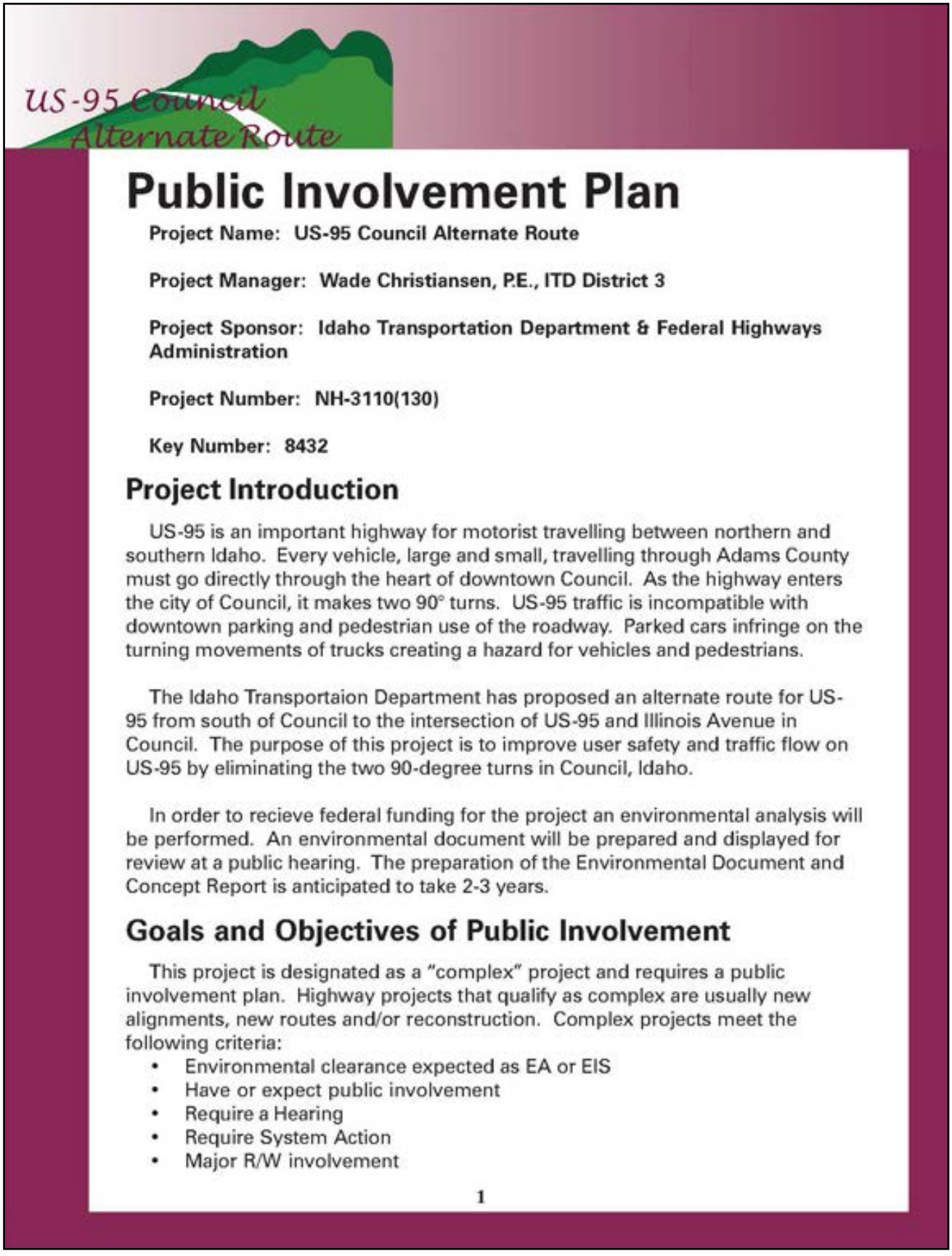
Additional scoping questions can be found in Guide to Completing the ITD-783 Concept Report.

Responses to scoping questions should be attached to the completed ITD-2708 Preliminary Project Concept form. Enlist the public involvement coordinator's help in completing the scoping questions, if necessary. *Always be sure to include the following:*

- ➔ Project name
- ➔ Project manager
- ➔ Project sponsor
- ➔ Key number
- ➔ Project number

SAMPLE PUBLIC INVOLVEMENT PLAN U.S. Council Alternative Route

(See *The full 11 page .pdf* **)**



Public Involvement Plan

Project Name: US-95 Council Alternate Route

Project Manager: Wade Christiansen, P.E., ITD District 3

Project Sponsor: Idaho Transportation Department & Federal Highways Administration

Project Number: NH-3110(130)

Key Number: 8432

Project Introduction

US-95 is an important highway for motorist travelling between northern and southern Idaho. Every vehicle, large and small, travelling through Adams County must go directly through the heart of downtown Council. As the highway enters the city of Council, it makes two 90° turns. US-95 traffic is incompatible with downtown parking and pedestrian use of the roadway. Parked cars infringe on the turning movements of trucks creating a hazard for vehicles and pedestrians.

The Idaho Transportaion Department has proposed an alternate route for US-95 from south of Council to the intersection of US-95 and Illinois Avenue in Council. The purpose of this project is to improve user safety and traffic flow on US-95 by eliminating the two 90-degree turns in Council, Idaho.

In order to recieve federal funding for the project an environmental analysis will be performed. An environmental document will be prepared and displayed for review at a public hearing. The preparation of the Environmental Document and Concept Report is anticipated to take 2-3 years.

Goals and Objectives of Public Involvement

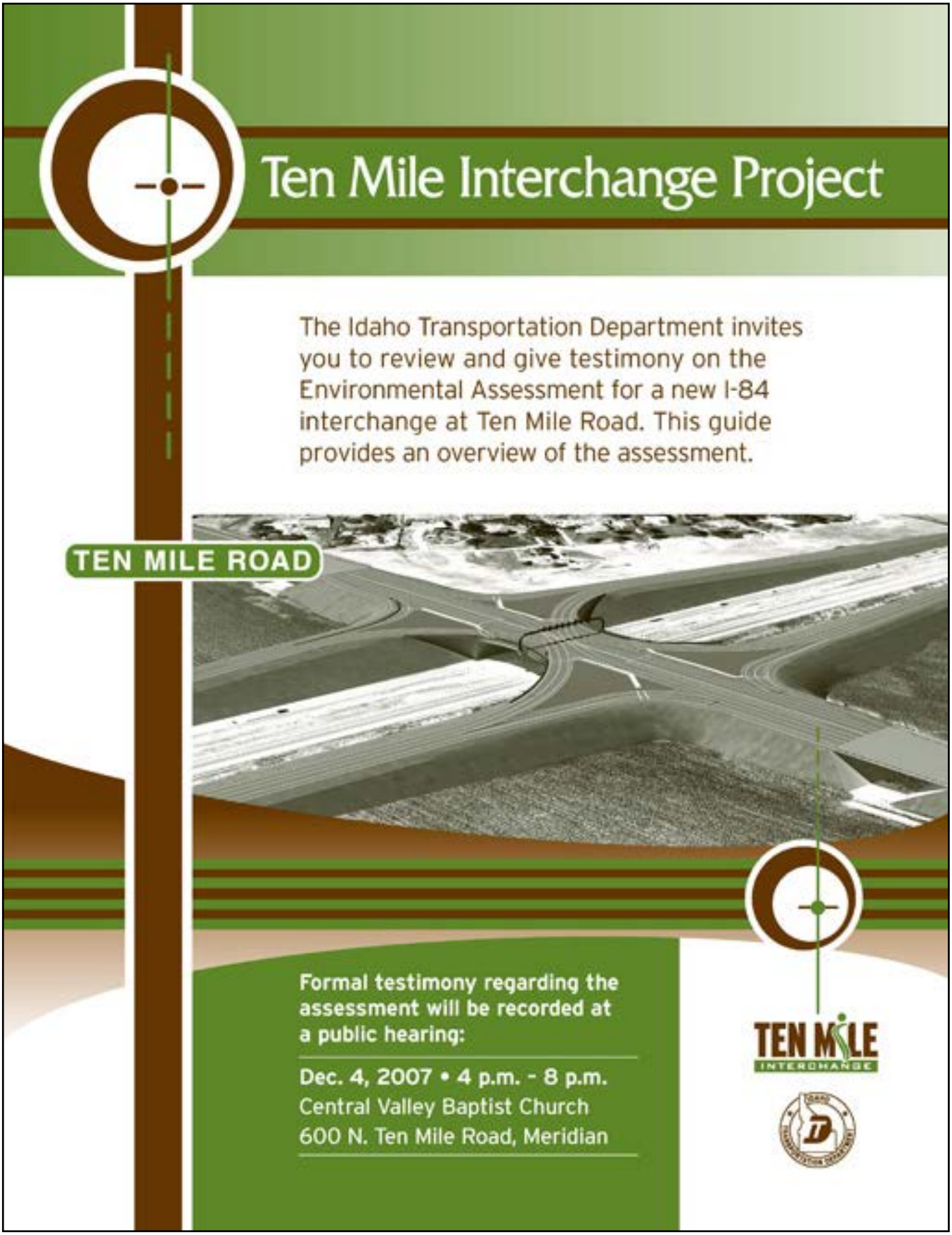
This project is designated as a "complex" project and requires a public involvement plan. Highway projects that qualify as complex are usually new alignments, new routes and/or reconstruction. Complex projects meet the following criteria:

- Environmental clearance expected as EA or EIS
- Have or expect public involvement
- Require a Hearing
- Require System Action
- Major R/W involvement

1

SAMPLE PUBLIC INVOLVEMENT PLAN Ten Mile Interchange Project

(See *The full 12 page .pdf* **)**



SAMPLE COMPLETED PROJECT EVALUATION CHECKLIST

Completed Project Evaluation Checklist

Goals and objectives

- ☐ Were the goals of public involvement met?
- ☐ Were the public involvement objectives met?
- ☐ How closely did the process follow the public involvement plan?
- ☐ What modifications had to be made, and were those modifications effective?
- ☐ Were changes documented and the plan updated, if needed?

Timeline

- ☐ What influence did public involvement have on the project development schedule?
- ☐ Were public involvement activities conducted at the appropriate times?

Contacts

- ☐ According to public involvement records, how many letters were sent and phone calls made?
- ☐ What was the attendance at public meetings and hearings, if held?
- ☐ How many comments were provided and which stakeholder groups do they represent?
- ☐ Did the department reach all identified stakeholders? If so, was the contact effective?

Media

- ☐ What did the media report about the project? About the department?
- ☐ What issues did they cover? Which did they criticize? Which did they applaud?
- ☐ What kind of editorials and letters were published about the project? Did ITD respond? If so, how did it respond?

The Department

- ☐ How did other department staff (district engineer, planners, headquarters, and others) view the public involvement process for the project?
- ☐ How did the Idaho Transportation Board react? What feedback, if any, did they provide?
- ☐ How effective was the communication between affected divisions involved with the project's public involvement activities?

Budget

- ☐ Did the public involvement process stay within budget? Explain.

Materials

- ➔ ☐ How effective were the public involvement materials created for the project—such as brochures, news releases, newsletters, print ads, video, and others? How much did they cost?
- ➔ ☐ Was there any public reaction to the materials?
- ➔ ☐ How effective was the coordination among those who developed and distributed the materials?

Midstream adjustments and crises

- ➔ ☐ What crises, changes, or unexpected events occurred during the project?
- ➔ ☐ How well were they handled?
- ➔ ☐ How could they have been avoided?

Consultants

- ➔ ☐ How well did the public involvement consultant understand and incorporate ITD's public involvement goals and objectives into the project?
- ➔ ☐ How effective was the consultant in helping the department engage the public?
- ➔ ☐ Did the consultants follow ITD standards? (Documents, press releases, Web sites etc.)
- ➔ ☐ How was the quality of the consultant's work?
- ➔ ☐ What will I look for when selecting the next public involvement consultant?

Self

- ➔ ☐ What did I think about the process?
- ➔ ☐ What did I think went well? What didn't work?
- ➔ ☐ What would I do differently?

PROPERTY OWNER 30-DAY LETTERS Example one

ITD Letterhead

Date

Inside address

You are receiving this letter because your property may be affected by a proposed project to reconstruct 7.3 miles of U.S. 95 between its junction with Idaho 55 west of Marsing to just south of Homedale (between mileposts 26.3 and 33.6).

In 1999 and 2000 meetings were held to gather public input on this project. Since that time an environmental document has been completed and approved and the Idaho Transportation Department has scheduled funds to begin buying right-of-way for the project beginning in Winter 2005.

A public meeting has been scheduled to bring the Homedale community up-to-date on this project and to provide an opportunity for affected property owners to meet with ITD right-of-way staff.

Public Meeting
U.S. 95 Junction – Idaho 55 to Homedale
Thursday, Dec. 16
4:00 to 8:00 p.m.
Homedale High School Cafeteria
203 East Idaho Ave.

If you cannot attend this meeting, please contact me to schedule a time when you can review design plans that relate to your property – or call me with any questions you may have.

Sincerely,

Project Manager
(208) XXX-XXX

or

Public Involvement Coordinator
comments @itd.idaho.gov
(208) 334-4444

PROPERTY OWNER 30-DAY LETTERS Example two

PROPERTY OWNER 30-DAY LETTER
April 20, 20XX

Addressed to contingent property holders and
Elected officials

Re: Public Hearing,
I-84, Franklin road Interchange, Caldwell
IM-STP-NH-84-1(043)29 #7795

The Idaho Transportation Department will hold a public hearing on the I-84, Franklin Road Interchange-Caldwell project Tuesday, June 1, 20XX, between 4 p.m. and 8 p.m. at the Best Western Hotel, Sprecht Avenue near the Franklin Exit. The proposed project will replace the I-84 overpass of Franklin Road and reconfigure Franklin's intersection with Muller Lane and 21st Street.

At the hearing, project information will be provided in an open house format, and a hearing officer will be available to take oral or written testimony on the proposed design and environmental impacts of the project.

The Environmental Assessment (EA) document will be available for public review at the following locations beginning May 7, 20XX:

Caldwell Public Library
1010 Dearborn St. Idaho Transportation Department
3311 West State St.
Boise, ID

Idaho Transportation Department District 3
8420 Chinden Blvd.
Boise, ID Federal Highway Administration Offices
3050 N. Lakeharbor Lane
Boise, ID

The EA document is also available on the web at www.itd.idaho.gov, choose "Get Involved", then Southwest Idaho on the map and the project name in the center column.

You will receive a project brochure in the mail about two weeks prior to the hearing. I hope you will be able to attend; however, if you cannot attend, you are invited to send your comments to: ITD Public Involvement Coordinator, PO box 7190, Boise, ID 83703, by June 30, 20XX.

ITD Project Manager

Enclosures: Comment Form and stamped return envelope

U.S. 95 Thorncreek Road to Moscow

July 2007

Project Update

Thank You for your continued involvement in the Idaho Transportation Department (ITD)'s U.S. 95 Thorncreek Road to Moscow project. Your input has helped ITD determine the alternatives/alignments being considered for U.S. 95 from Thorncreek Road to Moscow. It also has helped determine evaluation criteria and studies to conduct for the project. We appreciate the interest and support.

Where we are in the process

ITD's District 2 has completed drafting the Environmental Impact Statement (DEIS) for this project. The DEIS is currently in the internal ITD review process. During the review process, a public hearing will be held to gather testimony.

The U.S. 95 Thorncreek Road to Moscow Project is a study to determine an alignment for nearly 6.5 miles of U.S. 95 in Latah County.

During internal review, questions were raised about the Wildlife Assessment. Bill Ruediger of Wildlife Consulting Resources has been hired to provide an independent assessment and, if necessary, recommend additional ways to mitigate for potential wildlife impacts. The results of this review are expected in the Fall and will be included in the DEIS.

What's next

You will be notified through this newsletter and local newspapers when the DEIS is available for public review. Copies will be available on CD, at the project Web site and in several locations throughout the community. During the review process, a public hearing will be held to gather testimony.

Public testimony will be incorporated into the Final EIS and sent to the Idaho Transportation Board, which will then submit it to the FHWA. The FHWA can then issue a Record of Decision that includes the final preferred alignment and approves the Final EIS. This will allow ITD to begin final design of the preferred alignment and begin to purchase the right-of-way necessary to construct the roadway.

Decision-Making Process

Gather public input on issues, concerns and range of alternatives/alignments

Narrow alternatives/alignments using public input

Draft EIS that evaluates alternatives/alignments

Conduct ITD and FHWA review of Draft EIS*

Publish Draft EIS for comment

Hold public hearing

Idaho Transportation Board makes recommendation to FHWA

FHWA announces final decision

**ITD currently is completing the internal review of the Draft EIS and expects to send the document to the FHWA in late fall.*

HOW TO STAY INFORMED

During the review process for the Draft Environmental Impact Statement, ITD will continue to provide periodic updates. The best way to stay informed:

- **Watch for newsletters.** If you know someone who would like to be on the mailing list, please send the name to thorncreekroadtomoscow@itd.idaho.gov
- **Stop by the project kiosk**, which currently is located at the Latah County Courthouse, 522 S. Adams in Moscow, from 8 a.m. to 5 p.m. Monday through Friday.
- **Visit** www.itd.idaho.gov and choose Get Involved, North-Central Idaho and U.S. 95 Thorncreek Road to Moscow, Stage 1.
- **E-mail** ITD Project Manager Ken Helm at thorncreekroadtomoscow@itd.idaho.gov
- **Call** Ken Helm at (208) 799-5090.

ITD has discontinued the monthly breakfast meetings for the summer. Watch for a newsletter announcing when they will begin again.

IDAHO TRANSPORTATION DEPARTMENT
P.O. BOX 837
LEWISTON, IDAHO 83501-0837

(See *The full size .pdf version* **)**

Neighborhood Outreach Events
Saturday, Aug. 25
A Saturday Drop-In
Details Inside

Idaho Transportation Department
P.O. Box 7129
Boise, ID 83707-1129

Cole to Broadway Soundwalls
I-84 EAST

I-84 Cole-Broadway Soundwalls

The Idaho Transportation Department (ITD) will design soundwalls at recommended locations on Interstate 84 beginning east of the Cole Road Interchange. The soundwalls will reduce the effect of interstate noise on surrounding neighborhoods now and when the existing interstate is widened.

Public input will be an important factor in the decision-making process for aesthetics on the residential side of the soundwalls. The project team will present different texture options to the public. ITD will make the final decision on the wall texture, which will be consistent on the residential side throughout the length of the corridor.

I-84 EAST
Cole to Broadway Soundwalls

PROJECT NEWSLETTER

Project Number: A009(816) • Key Number: 09816 • Summer 2007

INSIDE

Project Description

The Idaho Transportation Department will design soundwalls (also known as noise barriers) at recommended locations on Interstate 84 beginning east of the Cole Road Interchange and ending at the Broadway Avenue Interchange.

The soundwall project is a result of an extensive study of I-84 between the Orchard and Gowen interchanges.

The study limits extended from just west of the Orchard Street Interchange to the Isaacs Canyon Interchange, east of Gowen Road. The study recommended widening I-84 along this corridor and rebuilding several interchanges.

The Orchard to Gowen study included an Environmental Assessment (EA) to evaluate possible impacts to the environment (i.e., noise, air quality or socio-economic impacts) that would result from increased interstate capacity.

Final soundwall design and construction are subject to a decision from the Federal Highway Administration (FHWA).

Soundwall Texture Options (Residential Side)

Example of 10-foot Ashlar Slate Soundwall

Example of 22-foot Split-Face Rib Soundwall

The project team has developed aesthetic options for the look and feel of the soundwalls. The public will have an opportunity to weigh in on possible features for the residential side of the walls. ITD will consider public input as it makes the final decision on the soundwall texture.

- Shown: Proposed options for soundwall finishes on residential side
- One texture option will be selected for the entire corridor to maintain a uniform look throughout

GARVEE Transportation Program

Frequently Asked Questions

Where will the soundwalls be located?

The soundwalls are proposed along the north side of the interstate, from east of the Cole Road Interchange to the Broadway Avenue Interchange.

When will the walls be built?

Final design and construction can begin after a decision from FHWA has been received. It is anticipated that construction will begin in 2008 and will include:

- The continuation of the existing Cole/Overland wall to just west of the Orchard Interchange
- The wall from the east side of the New York Canal to an area adjacent to Owyhee Park
- The wall from east of the Holiday Inn to Broadway Avenue

2009 construction is programmed to include:

- A new wall from the east side of the Orchard Street Interchange to the New York Canal. This section will be constructed with the new Orchard Street Interchange.

2011 construction is programmed to include:

- A new wall on the east side of the Holiday Inn. This section will be constructed with the Vista Avenue Interchange.

How will soundwalls help with current noise levels? What are the noise levels now?

Soundwalls can help lessen noise impacts from the interstate and provide noticeable sound reduction for residents closest to the highway. On average, current noise levels along this corridor are measured at 71 decibels (dB); by 2008, the noise level is expected to be 73 dB. Once soundwalls are constructed, that same level is expected to be reduced to 68 dB. To compare, here are how other noises rate on the decibel scale:

Loud music: 100 dB	Office or restaurant: 50 dB	Residential area at night: 40 dB
Jet aircraft at 300m altitude: 90 dB	Rustling of leaves: 20 dB	(source: FHWA)

Do the soundwalls incorporate any safety measures?

The project design will incorporate a crash barrier at the base of the wall.

Will my property be used for construction access?

Crews building the soundwalls may need access to the residential side of the wall during construction. Property owners may be asked to sign a temporary construction easement, which gives construction staff permission to enter the property while constructing the soundwalls. Once construction activities are complete, the easement expires.

What will happen to my trees and irrigation along the interstate?

The project team has selected a construction method that will minimize impacts to residents. Property owners will be contacted prior to construction if impacts are expected.

Will there be any nighttime construction?

Some construction activities may be performed at night, including delivery of construction materials. If nighttime construction is required, residents will be informed ahead of time. Every effort will be made to avoid disruptions to residents.

Funding

THRU TRAFFIC

The GARVEE Transportation Program allows Idaho to plan, design and build more highway projects in less time than through traditional transportation funding methods. It uses Grant Anticipation Revenue Vehicle (GARVEE) bonds to fund critical improvements in six transportation corridors throughout the state. For the Cole to Broadway soundwall project, construction scheduled in 2008 is part of the original GARVEE bonds approved by the Idaho Legislature in 2006. Funding for soundwall construction in 2009 and 2011 is subject to legislative approval.

itd.idaho.gov/Projects/D3

STAY INFORMED

- Request an informational presentation to your neighborhood group
- Contact the ITD Public Involvement Coordinator:
  (208) 334-4444
  (208) 334-4458 (TDD)
  comments@itd.idaho.gov
- Visit the project Web site
  itd.idaho.gov
  Click on Get Involved, Southwest Idaho, I-84, Cole Interchange to Broadway Interchange Soundwalls Project

Public Involvement Opportunities

Door-to-Door Visits (Late August)

- Project team members will visit property owners to gather input, provide the latest project information, and discuss temporary construction easements needed for the construction phase of the project.

Neighborhood Outreach and Events

- SATURDAY, AUG. 25

9:30 - 11 a.m.	Hillcrest Shopping Center 5100 W. Overland Rd.	
11:30 - 1:00 p.m.	Holiday Inn Parking Lot 3300 Vista Ave.	
1:30 - 3:00 p.m.	Phillippi Park 2299 S. Phillippi St.	

- MONDAY, SEPT. 10

7 - 9 p.m.	Hillcrest Neighborhood Association Annual Meeting	Phillippi Park 2299 S. Phillippi St.

- Project team members will have the latest information about aesthetic options and answer questions about the project. Free ice cream and treats will be available for attendees.

Project Mailings (Dec. 2007/Jan. 2008)

- A postcard announcing the final design of the wall will be mailed to area property owners. The information will also be available on ITD's Web site at **itd.idaho.gov**.

Compliance with Title VI of the Civil Rights Act

Persons needing accommodations to participate in project activities are urged to contact the Public Involvement Coordinator at (208) 334-4444 or TDD/TDY (208) 334-4458.

Se los recomienda a las personas que necesiten un intérprete o arreglos especiales que llamen a la coordinadora de participación pública al (208) 334-4444 ó TDD/TDY (208) 334-4458.

Project Schedule

2003 2007	Aug. 15 2007	Summer/Fall 2007	October 2007	Dec. 2007 / Jan. 2008	Spring 2008	Spring 2009	Spring 2011
Orchard to Gowen Environmental Assessment (EA) A noise study found that soundwalls are reasonable and provide a feasible noise mitigation for proposed I-84 improvements	Public Hearing Orchard to Gowen EA Public comment period continues through Aug. 29	Soundwall design process begins Neighborhood meetings: input gathered about wall texture on residential side	A decision from Federal Highway Administration is anticipated Upon receiving FHWA's decision, soundwall design is finalized	Design is finalized and project is put out for construction bids A postcard announcing the final decision on the soundwalls' texture will be mailed to area property owners; information posted to ITD Web site	Construction scheduled Cole to Broadway	Construction programmed Orchard Street Interchange area	Construction programmed Vista Avenue Interchange area

itd.idaho.gov/Projects/D3

(See *The full size .pdf version*)

Public Involvement

The Cheyenne EA study team met with the public frequently during the development and refinement of the alternatives.

Public Meetings	Citizens Advisory Committee Meetings	
May 2000	October 2000	May 2001
January 2001	January 2001	December 2001

Public Comments Regarding Alternatives

Cheyenne	The majority of public comments do not support this alternative. The proximity to Indian Hills School causes safety concerns.
Leo-Harper	Several public comments support this alternative. Some residents are concerned about more traffic through Ross Park. This was a project-wide concern and not specific to this alternative. This alternative was selected as the Preferred Alternative.
Shoshoni	Several public comments support these alternatives. The proximity to the Edson Fichter Nature Area removed these options from consideration. Under the National Environmental Policy Act (NEPA), if another viable option is available, the project team must avoid these types of public recreation areas.
Hildreth	Several public comments support these alternatives — but in the future. Some residents are concerned these alignments are too far from the current crossing to be effective.

Since these meetings, the study team has been analyzing the alternatives and working with Local, State, and Federal officials to complete the Cheyenne Overpass EA. Pocatello City and the Idaho Transportation Department (ITD) would like to hear your comments about the project. Comments can be submitted to Gwen Smith, Public Information Coordinator, Idaho Transportation Department, P.O. Box 7129, Boise, ID 83707.

Cheyenne Overpass Project Team
3595 South 700 East, Suite 100
Salt Lake City, UT 84107

Cheyenne Overpass

Cheyenne Overpass Environmental Assessment

Project Updates — May 2005

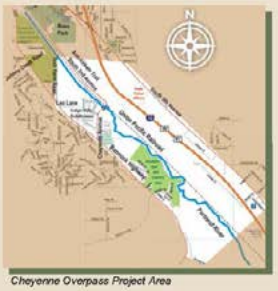
Cheyenne Overpass Environmental Study Released

It's been a long road, but the City of Pocatello recently completed the Cheyenne Overpass Environmental Assessment (EA). The name is a little misleading, since no overpass is currently proposed on Cheyenne Avenue, but it reflects the original intent of the project. The project was initiated in 1999 to look for ways to improve safety at the at-grade Union Pacific Railroad crossing on Cheyenne Avenue in Pocatello. Since that time, the City of Pocatello has been working to complete the Environmental Assessment for the project. An Environmental Assessment is a study that develops possible solutions or alternatives that will meet the purpose of the project and address the needs for the project. The study then looks at how the possible solutions will affect the surrounding natural and human environments.

Leo-Harper Alternative from South 5th Avenue Looking West

The Cheyenne Overpass EA looked at several alternatives to improve safety and reduce traffic delays at the crossing as well as improve east-to-west travel throughout the area. After more than 3 years of analysis, the EA suggests the best or "preferred" alternative is to build a new alignment and overpass called the Leo Harper Alternative northwest of Cheyenne Avenue. The existing Cheyenne Avenue railroad crossing would then be closed and the public would use the Leo-Harper overpass to cross the tracks. The Leo-Harper Alternative would be constructed in two phases as funding becomes available (see page 3).

Project Background



Cheyenne Overpass Project Area

Purpose of the Project

- The purpose of the project is the following:
  - Eliminate the traffic delays and safety concerns at the Cheyenne Avenue at-grade railroad crossing
  - Improve east-west travel in the area

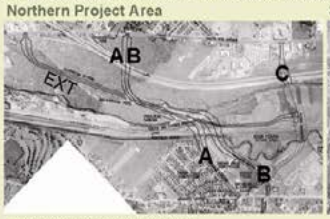
Needs That Must Be Addressed

- The at-grade rail crossing limits and slows east-west travel.
- The Long-Range Transportation Plan identifies the Cheyenne Avenue crossing as a barrier to mobility in the Indian Hills–Johnny Creek area.

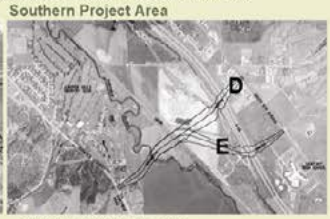
Alternatives Considered

Several alternatives were considered to address the needs of the project. The alternatives considered were:

Northern Project Area



Southern Project Area



- **A-Cheyenne Avenue Alternative**
- **B-Shoshoni North Alternative**
- **C-Shoshoni South Alternative**

(EXT-An Extension option was also proposed to avoid a tunnel under I-15)

- **D- Hildreth North Alternative**
- **E- Hildreth South Alternative**

The following alternatives were carried forward for detailed analysis in the Environmental Assessment:

- **F-Leo-Harper Alternative**
- **No-Build Alternative (carried forward for a baseline comparison)**

Project Impacts

The matrix below was used to help weigh and compare the alternatives.

Impacts	Alternatives Not Carried Forward for Detailed Study						Alternatives Carried Forward	
	Cheyenne Avenue	Shoshoni North	Shoshoni South	Hildreth North	Hildreth South	Extension Option	No-Build	Leo-Harper
Residential relocations	8	6	2	0	0	0	0	0
Safety concerns	High	High	Moderate	Low	Low	Moderate	Low	Moderate
Noise impacts (affected receptors)	6	4	2	1	1	3	0	3
Section 4(f) (recreational) (acres)	None	None	0.7	None	None	None	None	None
Section 4(f) (historical/archeological)	3 sites	1 site	None	1 site	None	None	None	None
Visual impacts	High	High	Moderate	Moderate	Moderate	High	Low	High
Vegetation loss (acres)	9.3	14.3	3.5	4.8	8.5	5.4	None	7.8
Meets projected traffic needs	Yes	Yes	Yes	No	No	Yes	No	Yes

Phases of Construction

Phase 1

Construct a five-lane, east-west road from Bannock Highway to South 2nd Avenue.

Tie in to the existing South 2nd Avenue alignment.

Close the existing Cheyenne Avenue railroad crossing and remove the bridge over the Portneuf River.

Cheyenne Avenue would dead-end just west of the existing Portneuf River bridge crossing.

Phase 1 – Artist's Rendering

The design for the south 2nd Avenue tie-in ramp varies slightly from this rendering.

Phase 2

Extend the five-lane roadway from South 2nd Avenue to South 5th Avenue, crossing under I-15.

Phase 2 – Artist's Rendering

The design for the south 2nd Avenue tie-in ramp varies slightly from this rendering.

Project Schedule

Scoping	Impact Analysis	Document Release	Decision Document	Design/Build Phase 1	Design/Build Phase 2
May 13, 2000 – July 31, 2000	*August 2000 – March 2005*	*May 15, 2005*	*Summer 2005*	*Fall 2005 – Fall 2007*	
Issues and potential solutions were identified. A 75-day public comment period was initiated.	Analysis of how the potential solutions would impact the surrounding environment. A Preferred Alternative was selected.	The environmental document is available for public review and comment for 30 days. Comments are due June 15.	Federal Highway Administration determines if there is a Finding of No Significant Impacts (FONSI) or if more analysis is required.	If the deciding agencies release a FONSI, final design and construction proceed.	When Phase 1 is completed, the City of Pocatello will work to identify funding for Phase 2 design and construction.

Copies of the EA are available for review at the following locations:

Pocatello City Offices
911 North 7th Avenue
Pocatello, Idaho 83201

Marshall Public Library
113 S. Garfield Avenue
Pocatello, Idaho 83204

ITD District 5 Offices
5151 South 5th Avenue
Pocatello, Idaho *3205

Copies of the EA as well as other project-related information are also available on the ITD Web site at http://itd.idaho.gov/.

NEWSLETTERS/BROCHURES Idaho 16 Brochure

(See *The full size .pdf version* **)**

What is Connecting Idaho?

Connecting Idaho is a new funding program that allows Idaho to plan, design and build more highway projects in less time than through traditional transportation funding methods.

Connecting Idaho became a reality in May 2006 when the Idaho Legislature authorized the sale of approximately $200 million in GARVEE bonds to fund critical improvements in six transportation corridors throughout the state. GARVEE is the acronym for Grant Anticipation Revenue Vehicle. GARVEE bonds allow states to help pay for the expenses of current transportation improvements with future Federal-aid highway appointments.

The Idaho 16, I-84 to Idaho 44 Environmental Study is partially funded through the initial GARVEE bonds approved by the 2006 Legislature. Additional funding will be needed to complete the design, purchase right-of-way and construct the connection between I-84 and Idaho 44.

Other Connecting Idaho Projects in the Area

Several Connecting Idaho projects are scheduled for the I-84 corridor from Caldwell to Issacs Canyon east of Boise. For more information about any of these projects visit ITD's web site at: **www.itd.idaho.gov** and click on *Get Involved;* then *Southwest Idaho.*

- I-84, Garrity Interchange to Meridian Interchange
- I-84, Idaho 44 to Five Mile Environmental Study
- I-84, Ten Mile Road Interchange Project
- I-84, Eagle Westbound Off-ramp Project
- I-84, Cole Interchange to Broadway Interchange Project
- I-84, Cole Interchange to Broadway Interchange Soundwalls Project
- I-84, Gowen Interchange to Eisenman Interchange (Isaacs Canyon) Project

TITLE VI OF THE CIVIL RIGHTS ACT 1964

The Idaho Transportation Department (ITD) is committed to compliance with Title VI of the Civil Rights Act of 1964 and all related regulations and directives. ITD assures that no person shall on the grounds of race, color, national origin, gender, age, or disability be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any ITD service, program, or activity. The department also assures that every effort will be made to prevent discrimination through the impacts of its programs, policies, and activities on minority and low-income populations. In addition, the department will take reasonable steps to provide meaningful access to services for persons with Limited English Proficiency.

Persons needing an interpreter or special accommodations are urged to contact Gwen Smith, Public Involvement Coordinator at (208) 334-4444 or TDD/TDY (208) 334-4458.

Se les recomienda a las personas que necesiten un intérprete o arreglos especiales que llamen a la coordinadora de participación pública, Gwen Smith, al (208) 334-4444 ó TDD/TDY (208) 334-4458.

Contact Information

Public Involvement Coordinator
Idaho Transportation Department
Phone: (208) 334-4444
TDD/TDY: (208) 334-4458
Email: comments@itd.idaho.gov

Comments in Writing

Idaho Transportation Department
Public Involvement Coordinator
P.O. Box 7129
Boise, ID 83707-1129

IDAHO 16
I-84 to Idaho 44 Environmental Study

I-84 to Idaho 44 Environmental Study project area.

Project Facts

Through the Connecting Idaho program the Idaho Transportation Department (ITD) is conducting an environmental study and developing preliminary design for a potential connection between Interstate 84 (I-84) and Idaho 44 near the junction of Idaho 16.

Project Description

Growth in Ada and Canyon counties makes north-south traffic movement a primary concern. The Idaho 16, I-84 to Idaho 44 Environmental Study will examine potential alternatives for a new corridor between I-84 and the junction of Idaho 44 and Idaho 16. The completed study will include:

- **A corridor plan** that defines a comprehensive package of recommendations for managing and improving the transportation system between I-84 and Idaho 44. Corridor plans are based on a 20-year planning horizon.
- **Preliminary engineering** that identifies design alternatives based on early technical studies.
- **Environmental documentation** that is required by the National Environmental Policy Act (NEPA). The documentation identifies project impacts to the human and natural environment.

(continued inside)

For additional information visit:
www.itd.idaho.gov
click on *Get Involved;*
Southwest Idaho;
I-84 to Idaho 44 Environmental Study

Project Description (continued)

- **A preferred alternative** that will be selected based on a comprehensive evaluation of environmental impacts, cost, engineering aspects and public opinion. It is possible that a "no action" alternative could be selected.
- **Right-of-way requirements** that will be identified to allow local governments to preserve the corridor for future design and construction projects.

Boise River.

An "action alternative" would require a new crossing over the Boise River and a new interchange at I-84.

Planning Background

According to the Community Planning Association of Southwest Idaho (COMPASS), the Treasure Valley is anticipated to continue growing rapidly for the next twenty plus years. By the year 2030, the region's population is expected to increase by over 400,000. This anticipated growth is expected to strain an already challenged transportation infrastructure. A connection between I-84 and Idaho 16 has long been identified by transportation officials and COMPASS as a needed improvement.

In 2001, COMPASS and ITD completed a cooperative planning effort called the *I-84 Corridor Study.* The study examined the transportation system needs for the I-84 corridor from the WYE Interchange to Idaho 44 west of Caldwell. The study recommended specific improvements that warranted further evaluation. A connection with Idaho 16 was one of those improvements. The final study identified several I-84 access options as well as Idaho 44 connection locations.

The *Communities in Motion: Regional Long-Range Transportation Plan for Southwest Idaho* adopted by COMPASS in 2006, recommended preserving a corridor in the McDermott Road area to provide a future north-south expressway connecting I-84 and Idaho 44 near the junction of Idaho 16. *Communities in Motion* evaluated projected population and employment growth, current and future transportation needs, safety, financial capacity, and preservation of the human and natural environment.

The National Environmental Policy Act (NEPA) Process

What is NEPA?

The National Environmental Policy Act was passed in 1969. The Act, considered the "national charter" for protection of the environment, has three major goals:

- Set national environmental policy
- Establish a basis for the environmental analysis
- Operate the Council on Environmental Quality

What does NEPA require?

- That federally funded projects be examined for potential impacts to social and environmental resources;
- That impacts to the human and natural resources be balanced with the public's need for a safe and efficient transportation system; and
- That a full-disclosure environmental document be prepared for any project likely to have environmental impacts.

Social, environmental and economic impacts balanced with transportation needs and public input help shape the decisions and outcomes under NEPA.

What is the goal of the Idaho 16, I-84 to Idaho 44 Environmental Study?

Public meetings provide an opportunity to review and discuss project information.

The goal of the environmental study is to provide an environmental document and conceptual plan that meets future transportation needs. The public is asked to provide input and help identify issues as part of the study.

The project team will study in detail those transportation concepts that appear reasonable, meet the future transportation needs and best address issues that have been identified. A "no action" alternative is always included in the evaluation. A range of potential concepts will be available for public review and comment at public meetings and workshops throughout the process. An environmental document detailing the concepts will also be available for public review at a public hearing near the end of the process. Once the study is completed right-of-way requirements will be identified allowing local governments to preserve the corridor for future design and construction projects. The study is anticipated to be completed in late 2009.

Who has input in the NEPA process?

- The public is invited to attend informational meetings and workshops throughout the environmental study. The purpose of the meetings is to provide input opportunities and discuss concerns on the proposed project.
- Local jurisdictional representatives from the cities of Meridian, Nampa, Eagle and Star, Ada and Canyon counties, Ada County and Nampa highway districts, COMPASS, and Valley Regional Transit. The committee guides the planning process and makes recommendations to project officials.
- State and federal regulatory agencies identify issues, concerns and regulations related to the environmental study. Agencies invited to participate include the Federal Highway Administration, Environmental Protection Agency, U.S. Army Corps of Engineers, Idaho Department of Fish and Game, U.S. Fish and Wildlife Services, Idaho Department of Lands, Idaho Department of Water Resources, Bureau of Reclamation, Idaho State Historic Preservation Office, Federal Emergency Management Agency, and the Natural Resources Conservation Service.

(See *The full size .pdf version* **)**

PROJECT FACTS

The Idaho Transportation Department (ITD) is rehabilitating 6.1 miles of Interstate 84 between the Broadway Avenue and Eisenman Road interchanges. This project begins the largest interstate reconstruction effort in the Treasure Valley since 1968.

The existing pavement will be cracked into small sections and layered with asphalt. When complete, the project will extend the roadway's life and allow it to accommodate heavy traffic loads.

For more information

about this project, call the ITD Office of Communications at **334-8005**, e-mail **comments@itd.idaho.gov** or visit **www.itd.idaho.gov**. Choose Projects, Southwest Idaho and I-84 Broadway Interchange to Eisenman Interchange (Isaacs Canyon) Project.

TRAVEL TIPS

KNOW YOUR ROUTE. Find out about lane restrictions or ramp closures ahead of time. For current traffic information, call 5-1-1 or visit 511.idaho.gov.

FIND ANOTHER WAY. Carpool to work with a neighbor, take the bus, or ride your bike. To learn about other ways to commute in the Treasure Valley, call:
345-RIDE (7433)
345-POOL (7665)

LEAVE EARLY to reach your destination in time, and expect delays.

PAY ATTENTION. The most common factor in work zone crashes is driver inattentiveness.

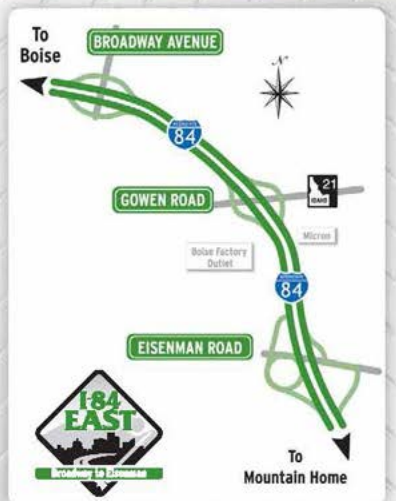
Persons needing an interpreter or special accommodations are urged to contact the ITD Public Involvement Coordinator at 208-334-4444 or TDD/TDY 208-334-4458.

Se les recomienda a las personas que necesiten un intérprete o arreglos especiales que llamen a la coordinadora de participación pública al (208) 334-4444 ó TDD/TDY (208) 334-4458.

The Broadway to Eisenman project is the first of several improvements on this segment of I-84 to be funded by the GARVEE Transportation Program. The program uses proceeds from Grant Anticipation Revenue Vehicle (GARVEE) bonds to fund needed highway improvements throughout the state in less time than through traditional funding sources.

CONSTRUCTION AHEAD

How to plan for the I-84 Broadway to Eisenman construction project



WHAT TO EXPECT

ITD has planned an aggressive schedule to complete the project by Summer 2008 with minimal impacts to the public. Drivers should prepare for the following traffic impacts:

Between the Broadway and Gowen interchanges

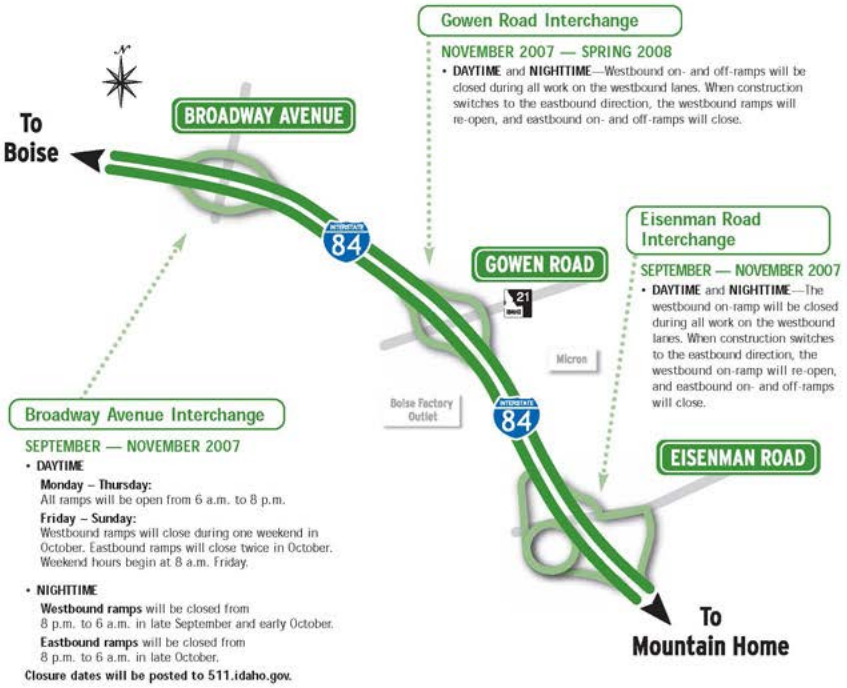
- **DAYTIME** – Two lanes of traffic will be open in each direction from 6 a.m. to 8 p.m. During three weekends in October, one lane will be closed from 8 a.m. Friday to 6 a.m. Monday.
- **NIGHTTIME** – Traffic will be reduced to one lane from 8 p.m. to 6 a.m. in the direction of construction, beginning with the westbound lanes. Two lanes will be open in the opposite direction.
- **REFER TO THE MAP** to learn about ramp closures in this area.

Between the Gowen and Eisenman interchanges

- **DAYTIME AND NIGHTTIME** – Traffic will be reduced to one lane in each direction.
- **REFER TO THE MAP** to learn about ramp closures in this area.

During winter months, traffic will return to normal operations.

I-84 EAST Broadway to Eisenman



Gowen Road Interchange

NOVEMBER 2007 — SPRING 2008

- **DAYTIME** and **NIGHTTIME**—Westbound on- and off-ramps will be closed during all work on the westbound lanes. When construction switches to the eastbound direction, the westbound ramps will re-open, and eastbound on- and off-ramps will close.

Eisenman Road Interchange

SEPTEMBER — NOVEMBER 2007

- **DAYTIME** and **NIGHTTIME**—The westbound on-ramp will be closed during all work on the westbound lanes. When construction switches to the eastbound direction, the westbound on-ramp will re-open, and eastbound on- and off-ramps will close.

Broadway Avenue Interchange

SEPTEMBER — NOVEMBER 2007

- **DAYTIME**
  Monday – Thursday:
  All ramps will be open from 6 a.m. to 8 p.m.
  Friday – Sunday:
  Westbound ramps will close during one weekend in October. Eastbound ramps will close twice in October. Weekend hours begin at 8 a.m. Friday.
- **NIGHTTIME**
  Westbound ramps will be closed from 8 p.m. to 6 a.m. in late September and early October.
  Eastbound ramps will be closed from 8 p.m. to 6 a.m. in late October.

Closure dates will be posted to 511.idaho.gov.

FRANKLIN INTERCHANGE

Franklin Road Interchange

Project Background

This project will replace the I-84 overpass at Franklin Road and reconfigure Franklin's intersections with Muller Lane and 21st street. It will provide better traffic flow now and avoid gridlock in the future. The interchange was built nearly 40 years ago. Franklin road currently serves an average of 14,000 vehicles per day. Projections indicate that by 2009 it will need to provide efficient service for 18,000 vehicles per day, and by 2029 that number will have grown to 33,800.

During the winter of 2000-2001, a preliminary concept design study report was prepared to evaluate the need for updating the existing interchange and provide potential solutions and preliminary costs. During 2001, the Idaho Transportation Department added the project to its Statewide Transportation Improvement Plan (STIP). The STIP is a priority list of projects/programs to be carried out based on an inclusive transportation planning process and approved by the Federal Highway Administration and the Federal Transit Administration. In 2002 a consulting engineering firm was selected and the design effort was begun.

Phased Construction

Construction will be completed in two phases. In Phase I, a new, four-lane overpass will be constructed alongside the current, two-lane structure. During construction, two-way traffic will continue to be maintained on the current structure. Phase I will also see the reconfiguration of Franklin's intersections with Muller Lane on the project's northeast end and 21st street on the southwest. Phase I construction is slated to begin during 2006.

(Continued on other side)

FRANKLIN INTERCHANGE

(Continued from other side)

Phase II will see the removal of the current two-lane overpass and construction of a new, two-lane structure. Traffic will be maintained on the four-lane overpass built during Phase I. During Phase II, the interchange's entrance and exit ramps will also be reconfigured. Phase II construction is scheduled to begin in 2007. It is anticipated that construction work from Phase I will move seamlessly into Phase II making it look like one project.

Two alternatives are being considered. The most noteworthy difference between them is the design of the entrance and exit ramps from the Interstate. One design is similar to the existing, "diamond" pattern; the other would be partial cloverleaf.

Questions and Answers

What environmental impacts will the project have?

The project will impact a small wetland area near the intersection of Franklin Road with 21st street. Additionally, a partial cloverleaf design would require greater right-of-way than a diamond pattern and would, therefore, impact more land. If a siphon, a rectangular pipe that will lower the level of the canal where it passes under the road, can be built in the Notus Canal the impacts to the businesses at Farm City will be minimal. If the canal must be bridged, the road will be higher at Farm City and several businesses will be substantially impacted. The State Historic Preservation Office (SHPO) and the Federal Highway Administration (FHWA) will decide whether the bridge must be constructed or if the siphon will be acceptable.

Will access to businesses and residences in the area be preserved during construction?

Phased construction will allow full access for all neighboring residences and businesses throughout the project's duration. However, there may be some temporary disruption during the different phases of construction.

Will the project involve night shifts?

At this stage of design, it is not yet known if night work will be required. As the design process proceeds, work schedule requirements will be determined.

Will employment opportunities be available for local workers?

Employment issues and construction schedules will be decided following the selection of an overall project contractor.

How can I learn more about the project as it develops and how can I provide my input and opinions about the design?

Public input is an important element of the design process. The Idaho Transportation Department and the design consultants will schedule two additional public meetings in the coming months. These meetings provide opportunities for the public to learn more about design alternatives and for project managers to collect public comment. After the environmental document has been approved, a public hearing will be held to get comments for the final design.

If you have any questions or comments, please contact Gwen Smith, Public Involvement Coordinator at (208) 334-4444 or ITD, PO Box 7129, Boise, ID 83707.

POSTCARD Cheyenne Overpass

Actual design may vary slightly from the above graphic representation.

Cheyenne Overpass

Environmental Assessment
Pocatello
Public Hearing and Open House

Tuesday
May 2005
4 - 7 p.m.

Pocatello City Hall
911 north 7th Avenue
Pocatello, Idaho

Cheyenne Overpass Team
3995 South 700 East, Suite 100
Salt Lake City, UT 84107

Cheyenne Overpass Project Area

The Environmental Assessment and other project-related information are also available at http://itd.idaho.gov. For more information, contact the Pocatello City Engineering Department, (208) 243-6212.

The City of Pocatello and the Idaho Transportation Department (IDT) invite you to attend a public hearing for the Cheyenne Overpass Environmental Assessment. The study looked at several alternatives to accomplish the following objectives:

- Improve safety at the Union Pacific Crossing of Cheyenne Avenue in Pocatello.
- Improve east-to-west travel in the area

Stop by the open-house hearing anytime between 4 and 7 p.m., view the display materials, and talk to project representatives. No formal presentation is scheduled. Take a few minutes to let us know what you think about the study and the route that has been chosen as the Preferred Alternative, the Leo-Harper Alternative.

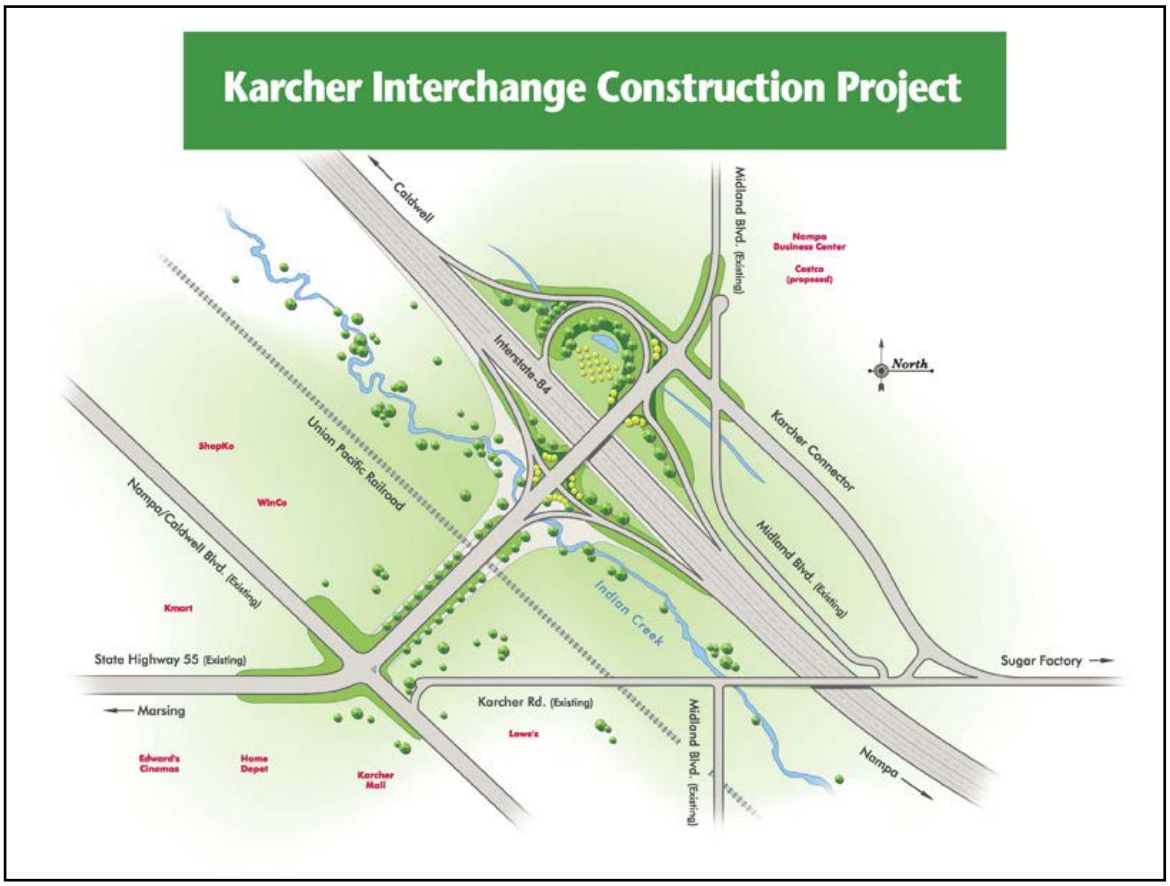
Comments will be accepted in writing or you can have a certified hearing official record your comments. Copies of the Environmental Assessment are available at the following locations for review:

Pocatello City Offices 911 North 7th Ave. Pocatello	Marshall Public Library 113 S. Garfield Ave. Pocatello	ITD District 5 Offices 5151 South 5th Ave. Pocatello

Comments regarding the project can be submitted to Gwen Smith, Public Information Coordinator, Idaho Transportation Department, P.O. Box 7129, Boise, ID 83707.

FLIER FOR COMMUNITY DISTRIBUTION Karcher Interchange

(See *The full size .pdf version* **)**



Karcher Interchange Construction Project

The Idaho Transportation Department's Karcher Interchange project will provide a new access to Interstate 84, benefit traffic flow and provide better direct access to Idaho 55.

The design incorporates four major features:

The interchange overpass will be five lanes wide, including a center turn lane. It will include five bridges — three over Indian Creek, one over the railroad tracks, and one over I-84. It will also have bike lanes, sidewalks, curb and gutter.

A new roadway will extend from the interchange to Karcher Road/Idaho 55 past Edwards Cinemas. This road will be five lanes wide, including a center turn lane.

The connecting roadway from existing Karcher Road east of the interstate overpass (Karcher Connector) will be two lanes wide and will connect with the overpass at a junction with Midland Road. The existing Karcher Road will be a right-turn only at Nampa/Caldwell Boulevard.

Following the completion of the Karcher Interchange, Nampa/Caldwell Boulevard (Idaho 55/I-84B) will be resurfaced between Karcher Road and Nampa Boulevard.

The Karcher Interchange project began in summer 2005. It is expected to be complete in winter 2006. The Nampa/Caldwell Boulevard resurfacing is expected to take place in summer 2007.

Central Paving Co. of Boise is the contractor on the $30 million Karcher Interchange project.

For more information call ITD Public Affairs at 334-8004.

I-15 / I-86 Corridor Plan

I-15 / I-86 Corridor Plan Public Open House

Wednesday, April 6, 2011, 4 to 7 p.m.

Chubbuck City Hall - 5160 Yellowstone Avenue, Chubbuck, ID

The Idaho Transportation Department (ITD) has developed a 20-year plan to guide management of and potential improvements to I-15 from the McCammon Interchange in the south to the York Road exit in the north, and for I-86 from the West American Falls Interchange east to the I-15 "Wye" interchange.

What did we find?

Recommended improvements to I-15 and I-86 in the study area include interchange ramp improvements, reconstruction of the Chubbuck Interchange, and possible changes to I-15 through Pocatello.

What do you think?

Drop in, talk with representatives of ITD about the proposed improvements, and let us know what suggestions or comments you may have.

Where else can I find information on this Corridor Plan?

Copies of the I-15/I-86 Corridor Plan are available for review in the following locations:

Metropolitan Pocatello and Chubbuck Area:

- Chubbuck City Hall
- Pocatello City Hall
- Bannock County Offices
- Bannock Transportation Planning Organization
- Marshall Public Library, Chubbuck
- Portneuf District Library
- Marshall Public Library, Chubbuck

American Falls Area:

- American Falls City Hall
- Power County offices
- American Falls Public Library

Blackfoot Area:

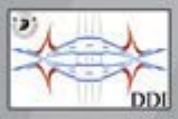
- Blackfoot City Hall
- Blackfoot Public Library

Copies of the plan are also available on CD ROM by contacting:

- Chris Peirsol, Senior Transportation Planner
  208-239-3369 or Chris.Peirsol@itd.idaho.gov OR
- Diana Atkins, Parsons Brinckerhoff
  801-288-3227 or atkins@pbworld.com

Interested in the new Chubbuck Interchange?
See information on the flip side of this flyer.

Chubbuck Interchange Public Open House



April 6 meeting seeks comment on Chubbuck Interchange, I-15 / I-86 Corridor Study.

The Idaho Transportation Department wants to know what you think about a proposed new interchange in Chubbuck.

A public meeting will be held Wednesday, April 6, at the Chubbuck City Hall from 4 p.m. to 7 p.m. It will include displays of the new interchange.

The transportation department proposes to replace the existing Chubbuck Interchange with a diverging diamond interchange (DDI). This new interchange type improves driving conditions by reducing congestion and accidents. Another benefit is that additional land would not be required to build it.

For additional information on the interchange project, please visit **http://www.itd.idaho.gov/Projects/D5/ChubbuckInterchange/default.asp** or call Jesse Barrus at (208) 239-3321.

The Transportation Department does corridor studies to gather public comment on how highways should be managed during the next 20 years. Input from the public helps the department prioritize improvements.

Interested in the I-15 / I-86 Corridor Plan?
See information on the flip side of this flyer.

Notice of Environmental Assessment Availability and Public Hearing
Concerning Project #: DHP – 1564(001) Key No. 7508
Cheyenne Overpass Project

NOTICE: The Environmental Assessment (EA) and other project information for the Cheyenne Overpass Project will be available for public inspection on Sept. 26, 2005 at the following locations in Pocatello:

Pocatello City Offices	**Marshall Public Library**	**ITD District 5 Offices**
(Building Dept. Counter)	(Reference Desk)	(Front Desk)
911 N 7th Ave.	113 S. Garfield	5151 South 5th Ave.
Pocatello, Idaho 83201	Pocatello, Idaho 83204	Pocatello, Idaho 83205

The EA is also available at the Idaho Transportation Department (ITD) headquarters and the Federal Highway Administration Offices in Boise.

The EA as well as other project-related information are also available on the Idaho Transportation Department Web site at: http://www.itd.idaho.gov/projects/. Choose Southeast Idaho on the map and then Cheyenne Overpass Environmental Assessment.

Written testimony, statements, or exhibits pertaining to the Cheyenne Overpass EA will become part of the record for this project if postmarked by Oct. 28, 2005. Address any such items to:

Public Involvement Coordinator
P.O. Box 7129
Boise, ID 83707-1129

NOTICE is hereby given that a public hearing will be held at the Pocatello City Hall, 911 North 7th Ave. on Wednesday, Oct. 12, 2005 from 4-7 p.m. The purpose of the hearing is to provide interested individuals, agencies, groups, and others an opportunity to provide testimony on the proposed changes to the location, design and environmental impacts of the project. The public will have the opportunity to view displays, ask questions and testify for or against the changes to the project.

The hearing, to be held in open house format, will describe the findings of the Cheyenne Overpass environmental assessment. The EA team looked at a number of possible alternatives to reduce traffic delays and improve safety at the Union Pacific Rail Road (UPRR) crossing of Cheyenne Avenue as well as improve east-west travel throughout the area. The study team considered the effectiveness of the routes as well as the associated impacts of each alignment when identifying a Preferred Alternative. The Preferred Alternative begins just south of Leo Lane and Bannock Highway and proceeds east across undeveloped pastures and a tree farm before crossing the River and the UPRR tracks and ties-in at South 2nd Avenue.

From the tie-in point east of South 2nd Avenue, the alignment crosses BLM land currently leased to the City of Pocatello, passes beneath I-15, and ends at South 5th Avenue near the mobile home park. The construction of this alternative would be completed in two phases. A “no build” alternative is also still under consideration.

The Idaho Transportation Department (ITD) is committed to compliance with Title VI of the Civil Rights Act of 1964 and all related regulations and directives. ITD assures that no person shall on the grounds of race, color, national origin, gender, age, or disability be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any ITD service, program, or activity. The department also assures that every effort will be made to prevent discrimination through the impacts of its programs, policies, and activities on minority and low-income populations. In addition, the department will take reasonable steps to provide meaningful access to services for persons with Limited English Proficiency. For accommodations call 334-4444; TTD (208) 334-4458.

Public Hearing Notice

Cheyenne Overpass

Here is some of the information that will be shown:

***What** is the purpose of this project?*

***Why** is this project needed?*

***How** will this project improve the area?*

***What** alternatives were considered?*

***Why** was the Preferred Alternative selected?*

***What** happens if this project is not built?*

***How** will this project impact the surrounding area?*

***When** would this project be constructed?*

We Want to Hear From YOU!

4 to 7 p.m.
Wednesday, October 12
Pocatello City Hall
911 North 7th Ave., Pocatello

We have completed an Environmental Assessment (EA) for the Cheyenne Overpass Project. Come review the findings and tell us what you think.

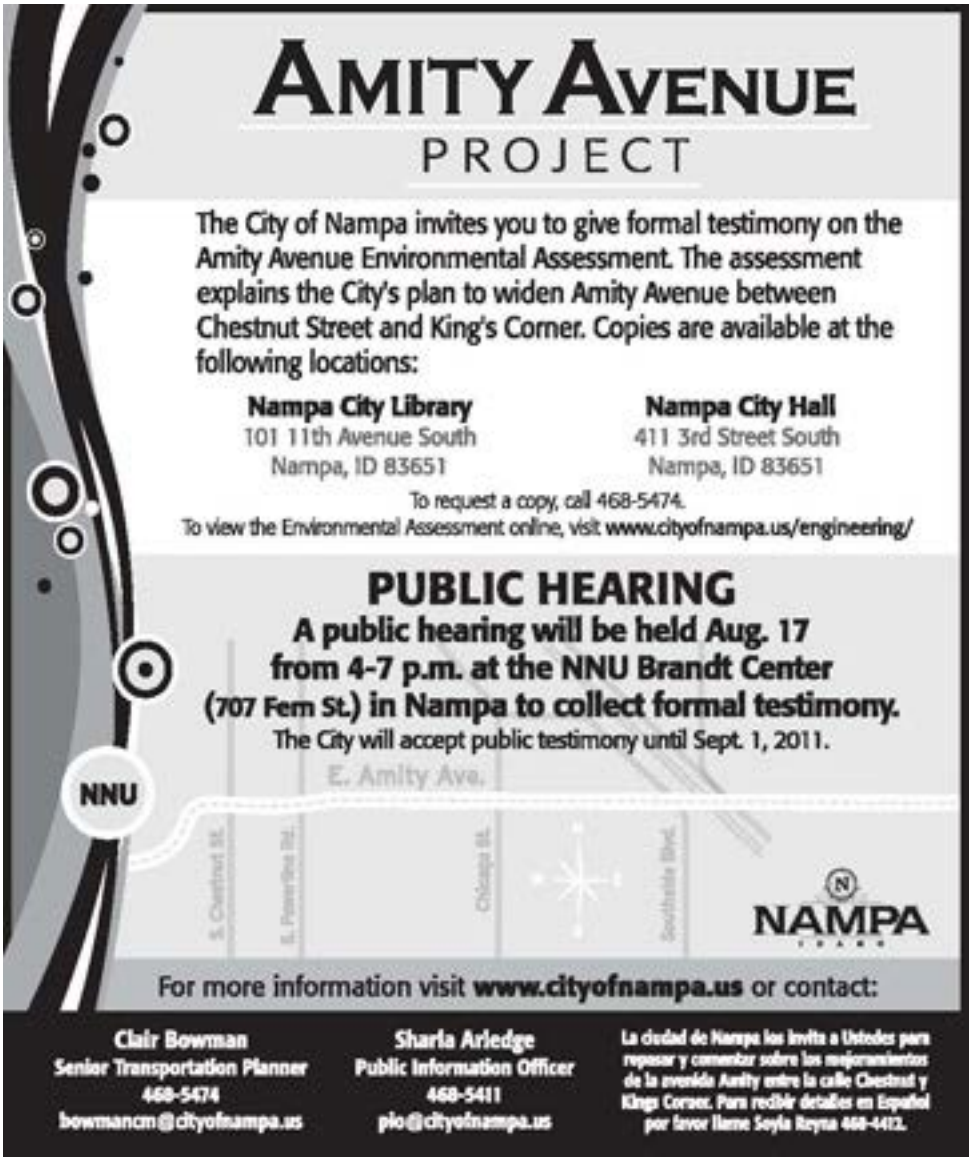
Copies of the EA as well as other project-related information are available on the ITD Web site at http://itd.idaho.gov/d5 and click on Cheyenne Overpass Project, as well as at the following locations:

Marshall Public Library	Pocatello City Offices	ITD District 5 Offices
113 S. Garfield	911 N 7th Ave	5151 South 5th
Pocatello	Pocatello	Pocatello

Comments regarding this project can be submitted to Gwen Smith, Idaho Transportation Department, P.O. Box 7129, Boise, ID 83707 by **October 31, 2005**. For more information, call the Pocatello City Engineering Department, 234-6212.

The Idaho Transportation Department (ITD) is committed to compliance with Title VI of the Civil Rights Act of 1964 and all related regulations and directives. ITD assures that no person shall on the grounds of race, color, national origin, gender, age, or disability be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any ITD service, program, or activity. The department also assures that every effort will be made to prevent discrimination through the impacts of its programs, policies, and activities on minority and low-income populations. In addition, the department will take reasonable steps to provide meaningful access to services for persons with Limited English Proficiency. For accommodations call Gwen Smith (208) 334-4444, TTD (208) 334-4458.

NOTICE OF PUBLIC HEARING Amity Avenue Project



Cheyenne Overpass

— Public Notice —

The Federal Highway Administration (FHWA) determined that the Leo-Harper Alternative will have no significant impact on the built or human environment based on the completed Environmental Assessment (EA).

The City of Pocatello initiated the Cheyenne Overpass project in 1999 to improve safety at the at-grade Union Pacific Railroad crossing on Cheyenne Avenue and to find a connecting roadway from South 5th Avenue to Bannock Highway.

The draft EA document was completed and offered for public review and testimony in October 2005. The document identified Leo-Harper as the preferred alternative.

As a result of testimony received, the EA was finalized and a "Finding of No Significant Impact" (FONSI) was issued for the Leo-Harper Alternative. The FONSI is available upon request from ITD, the City of Pocatello, and FHWA. An Adobe PDF version is also available at itd.idaho.gov:

Click "Get Involved," then "Southeast Idaho," then "Cheyenne Overpass"

Key Number 7508
Project Number DHP – 1564(001)

NEWS RELEASE I-84 Caldwell to Meridian

May 7, 2007

Contact:
Gwen Smith
Public Involvement Coordinator
(208) 334-4444

FOR IMMEDIATE RELEASE
Long-term improvements for the I-84 Caldwell to Meridian Corridor to be discussed

BOISE - A study to determine long-term improvements needed for Interstate 84 (I-84) from Caldwell to Five Mile Road is being conducted, the Idaho Transportation Department (ITD) announced.

The public is invited to attend one of two meetings on May 15 or 17 concerning the improvements needed for the corridor segment between the Karcher Interchange and Five Mile Road. The open house meetings will be held from 4 p.m. to 7 p.m. Tuesday, May 15, at Birch Elementary School, 6900 Birch Lane in Nampa and Thursday, May 17, at Mountain View High School, 2000 S. Millennium Way in Meridian.

Meeting participants can review information about the Karcher Interchange to Five Mile Road Environmental Study and participate in facilitated work sessions to discuss their concerns and ideas. Work sessions will begin at 4:15 p.m., 5:15 p.m. and 6:15 p.m. at each meeting.

ITD will use Grant Anticipation Revenue Vehicle (GARVEE) bonds to fund this study from Karcher Interchange to Five Mile Road; the remaining segment from Caldwell to the Karcher Interchange is being studied using state funds.

GARVEE is an innovative way for Idaho to use bond proceeds to build more highway projects in less time than through traditional funding methods. The bonds will be repaid with future federal highway dollars.

An Environmental Impact Statement (EIS) will be prepared for the Karcher Interchange to Five Mile Road segment in accordance with the National Environmental Policy Act (NEPA). The study will address the projected traffic growth on I-84 between the Karcher Interchange and Five Mile Road. It is intended to ensure that impacts to the natural and human environment caused by improvements are addressed. A study of noise, air quality, traffic, structures and geotechnical concerns will be also be conducted. Throughout the study process the public will be asked to help identify issues, make recommendations, and provide input on concepts.

For more information about this project visit ITD's website at www.itd.idaho.gov - click on Get Involved; choose Southwest Idaho on the map in the upper left corner and I-84, Karcher Interchange to Five Mile Environmental Study in the center column.

Our Mission. Your Safety. Your Mobility. Your Economic Opportunity.

Idaho Transportation Department

News Release

5/15/2012

Contact:
Reed Hollinshead
Public Information Specialist
(208) 334-8881

FOR IMMEDIATE RELEASE

Idaho 16 project from Idaho 44 to Substation Road in Emmett begins Monday (May 21)

EMMETT - A road, bridge and guardrail-repair project on a 12.5-mile stretch of Idaho 16 from just north of its junction with Idaho 44 to Emmett's Substation Road is expected to begin **Monday (May 21)**, the Idaho Transportation Department announced. The project is expected to finish in late June.

This pavement overlay will be divided into a trio of four-mile long work zone segments. Once work begins in the first segment, it must be completely finished and reopened to traffic before the contractor can move on to the next segment. Aside from morning and evening rush hour commutes, traffic will be limited to one lane, with a speed-limit reduction. The speed limit will be reduced by 10 mph in the work-zone segment.

The section of road was built in 1959 and 1966. An overlay was performed in 1996 on the first 9 miles, followed by a CRABS (Cement Recycled Asphalt Base Stabilization) resurfacing project in 1998 on the northern end.

The contractor will work a Monday-Friday schedule. No weekend work is anticipated, but is not prohibited if needed. Occasional lane closures may occur during weekday daytime hours between the hours of 8:30 a.m. and 4 p.m.

When crews transition to repair work on the Black Canyon Irrigation Canal bridge (*see picture, here*), a lane closure will be required for 13 calendar days, with a temporary signal used to guide traffic.

Work on the bridge, located at approximately milepost 12, will include waterproofing, sealing and replacing joints, and removing and replacing portions of the concrete deck. Approaches to the bridge and transitions to surrounding roads will be adjusted to match the new grade of the road. Crews also are replacing 8,500 feet of substandard guardrail throughout the project.

Central Paving Co. Inc., of Boise, is the contractor on this $2.5 million project.

Questions? Visit us online at itd.idaho.gov, follow ITD on Twitter (@IdahoITD) or Facebook and check travel conditions at 511.idaho.gov or dial 5-1-1. Please slow down in highway construction zones and pay attention. Safety for drivers and workers is our highest priority.

Our Mission. Your Safety. Your Mobility. Your Economic Opportunity.

Idaho Transportation Department

News Release

6/7/2012

Contact:
Nathan Jerke
Public Information Specialist
(208) 886-7809

FOR IMMEDIATE RELEASE

U.S. 93 paving project near Rogerson begins Monday

TWIN FALLS - A 15-mile roadway paving project on U.S. 93 in southern Twin Falls County is expected to begin on **Monday (June 11)**, the Idaho Transportation Department announced. The project will continue throughout the summer.

Beginning Monday, drivers can expect delays as the construction crew begins to mill the existing roadway throughout the project limits. Paving activities are expected to begin in early July and extend through August. The full-width rehabilitation project begins at about milepost 5.5, where a similar project was completed in 2011, and extends north past Rogerson to near Deep Creek.

The project will remove cracking, rutting and potholes, restore the surface smoothness and increase the structural value of the section.

Drivers are urged to be cautious when approaching the work zone and to watch for flaggers. A pilot car will be used during work hours to guide traffic around the milling and paving operations. A 45-mph speed limit will be in effect through the work zone.

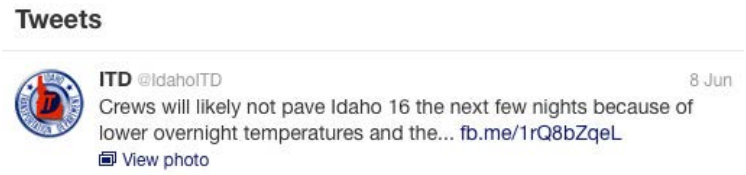
Knife River Corporation, of Boise, is the contractor for the $8.25 million roadway project.

The project is expected to be complete by the end of September.

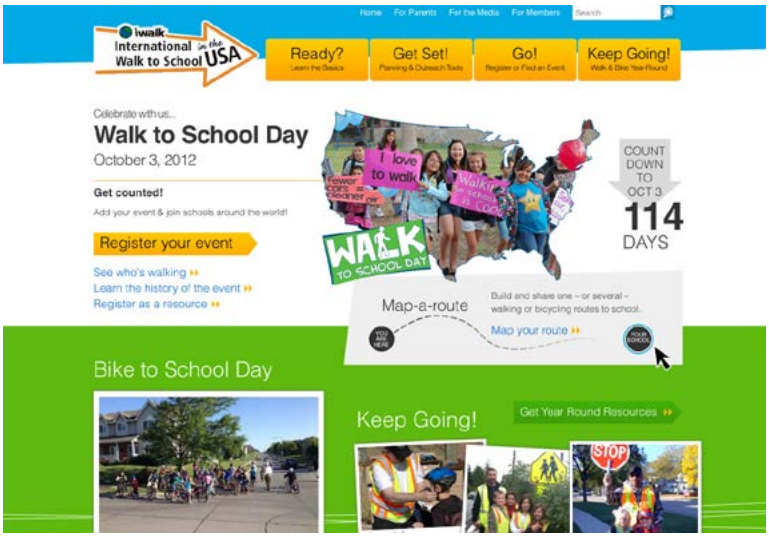
ITD and the Idaho State Police advise motorists to slow down and pay attention when driving in work zones, where increased speeding fines and other penalties apply. Motorists are encouraged to plan ahead and dial 5-1-1 or visit 511.idaho.gov for information on the state highway or interstate system.

SOCIAL MEDIA Facebook

SOCIAL MEDIA Twitter



SOCIAL MEDIA Website




State Highway 39
Phase 2
Corridor Plan
39
North Pleasant Valley Road to Pingree
Open House
Wednesday, Aug. 23, 2006
5:00 to 8:00 p.m.
Aberdeen City Council Chambers
17 North Main St.
The Idaho Transportation Department (ITD) is developing a long-range corridor plan for the 30-mile segment of Idaho 39 from North Pleasant Valley Road in Power County to Pingree in Bingham County.
ITD would like you to share your experiences using Idaho 39. Stop by between 5:00 and 8:00 p.m.to discuss issues and problems we should examine as part of this corridor plan. We want to know how this highway segment currently functions for you and how you would like it to function in the future.
Persons needing an interpreter or special accommodations are urged to contact Gwen Smith, Public Involvement Coordinator at 208-334-4444 or TDD/TDY 208-334-4458.
Se les recomienda a las personas que necesiten un intérprete o arreglos especiales que llamen a la coordinadora de participación pública, Gwen Smith, al (208) 334-4444 ó TDD/TDY (208) 334-4458.
For information and questions, please contact
Judy Harmon, ITD Project Manager
(208) 239-3369
Idaho Transportation Department
District 5
P.O. Box 4700
Pocatello, ID 83205
judy.harmon@itd.idaho.gov
IDAHO
TRANSPORTATION DEPARTMENT

DISPLAY ADS Mountain Home Public Meeting

Public Information Meeting
Wednesday, June 1

Canyon Creek Bridge Replacement
Mountain Home Highway District

The Mountain Home Highway District is planning a bridge replacement across Canyon Creek on Mayfield Road in Elmore County. The purpose of this project is to improve motorist safety by replacing the existing single-lane timber bridge. The project also includes widening and rebuilding the Mayfield Road approaches to the bridge as well as some minor utility relocation.

The open house meeting will be at the Mountain Home Hwy District 1208 NW Mashburn Road - stop in any time between 2 & 5 p.m.

If you need any accommodation to fully participate in the meeting, please call (208) xxx-xxxx by May 25.

DISPLAY ADS FTI Public Meeting Ad

Forum on
Transportation Investment
Public Meeting

Thursday, July 20, 2006 - 2 p.m.
Coeur d'Alene Inn - Hayden Room
414 W. Appleway, Coeur d'Alene

The public is invited to learn about the forum's findings and recommendations for transportation funding, and to provide comment regarding local transportation needs.

The meeting, hosted by the Idaho Transportation Board, will begin with a 30-minute presentation on the forum's work, followed by an opportunity for public comment and discussion. Written comments may be sent to:

ITD Public Involvement Coordinator, P.O. Box 7129, Boise, ID 83707

Persons needing an interpreter or special accommodations are urged to contact Gwen Smith, Public Involvement Coordinator at 208-334-4444 or TDD/TDY 208-334-4458 • Se les recomienda a las personas que necesiten un intérprete o arreglos especiales que llamen a la coordinadora de participación pública, Gwen Smith, al (208) 334-4444 ó TDD/TDY (208) 334-4458.

RADIO SCRIPTS Script Produced By Itd Office Of Communications And Distributed To Local Stations

Date: May 7, 2007
Title: I-84, Karcher Interchange to Five Mile Environmental Study Public Meeting
Client: Idaho Transportation Department
Spot #:
Length: :60 RADIO

EFFECTS	**AUDIO**
	look at traffic from our eye in the sky.
News intro music	
Helicopter in	Traffic Reporter: Looks like stop and go traffic from the Karcher Interchange through Five Mile Road on the interstate.
	Driver Woman: Traffic again? (sigh) It's the same thing every day.
Helicopter out	
Soft background music	Announce Woman: Are you thinking about improvements that need to be made to Interstate 84?
	Announce Woman: Would you like to have a voice in the discussions about needed improvements between the Karcher Interchange and Five Mile Road?
	Please join the Idaho Transportation Department in a study to determine the long-term improvements for I-84 from the Karcher Interchange to Five Mile Road.
	Open house meetings will be held on May 15th at Birch Elementary School, 6900 Birch Lane in Nampa and May 17 at Mountain View High School, 2000 S. Millennium Way in Meridian. The meetings will run from 4 to 7 p.m.
	For more information call 334-4444 or 334-8290. This message was brought to you by the Idaho Transportation Department.
Music fade out	

RADIO SCRIPTS Script Sent to Spanish Language Stations

Note: This script was sent to Spanish-speaking radio stations. Station personnel translated and read the script.

Narrator:
Big improvements are on the way to the franklin exit and overpass on eye-84 in caldwell. The idaho transportation department wants you to give them your ideas about the best way to improve the intersection for future traffic.

That's why the idaho transportation department is holding a public hearing on tuesday june first at the best western hotel on specht avenue near the franklin exit from four in the afternoon until 8 in the evening. There will have exhibits and people to explain what is planned for the project. A hearing officer will beavailable to take you thoughts and opionions about the project. If you don't want to talk with the hearing officer, you can fill out a comment form and it will become part of the record. A spanish translator can be available to help explain the project.

That's tuesday, june first at the best western motel just by the franklin exit to the freeway.

APPENDIX 2

References, Worksheets, and Checklists

SAFETEA-LU WEBSITE http://www.fhwa.dot.gov/safetealu/index.htm

LEP PLAN (TITLE VI) OVERVIEW http://itd.idaho.gov/civil/T6Overview.htm

BIBLIOGRAPHY OF RESOURCES

Communication: A Key to Success, Department of Transportation, KDOT Public Involvement Plan, prepared to the Kansas Department of Transportation by Woodward-Clyde International-Americas, Overland Park, Kansas, October 1997.

Community Impact Assessment: A Quick Reference for Transportation, U.S. Department of Transportation, Federal Highway Administration, September 1996

Context Sensitive Solutions Guide, Idaho Transportation Department, 2006

Design Manual: Roadway Design, Idaho Transportation Department, January 2007

Enhancing Maryland Highways with the People in Mind: a Guide for Community Involvement, State Highway Administration, Maryland Department of Transportation, 1996.

Idaho Corridor Planning Guidebook, Idaho Transportation Department, Division of Planning, December 2006.

Idaho Transportation Department Guidebook to Public Involvement 2001: Development of Highway Projects, Idaho Transportation Department Office of Public Affairs, 2001

Limited English Proficiency Plan, Idaho Transportation Department Equal Opportunity Office Title VI Program, October 2006

Improving Dialogue With Communities: A Short Guide for Government Risk Communication, Division of Science and Research, New Jersey Department of Environmental Protection, January 1988

Innovations in Public Involvement for Transportation Planning, Federal Highway Administration, Federal Transit Administration, Washington DC, 1996

NCHRP Report 480: A Guide to Best Practices for Achieving Context Sensitive Solutions, National Cooperative Highway Research Program, Transportation Research Board, Washington, DC, 2002

Project Participation, Virginia Department of Transportation, Policy Manual for Public Participation in Transportation Projects, March 15, 1999

Public Involvement Techniques for Transportation Decision-Making, U.S. Department of Transportation, Federal Highway Administration, September 1996

Techniques for Effective Public Participation Student Workbook, International Association for Public Participation (IAP2), Denver CO, 2003

Utilizing Community Advisory Committees for NEPA Studies, AASHTO Practitioner's Handbook 05, American Association of State Highway and Transportation Officials Center for Environmental Excellence, December 2006.

FULFILLING LEGAL RESPONSIBILITIES

Public involvement is mandatory in order to meet federal requirements. Following is a list of federal legislation, regulations and policies that guide public involvement in project development. More information about each is available on the department Web site: *http://www.itd.idaho.gov/*

- 23 USC 128
- 23 USC 109 (h)
- Safe, Accountable, Flexible, Efficient Transportation Equity Act—a Legacy for Users (SAFETEA-LU) (HR3)
- Intermodal Surface Transportation and Efficiency Act 1991 (ISTEA)
- Transportation Efficiency Act of the 21st Century (TEA-21)
- National Environmental Policy Act (NEPA)
- Americans with Disabilities Act (ADA)
- 23 CFR 771.111 (h)
- 23 CFR 771.111 (2) (ii)
- 23 CFR 771.119 (e) and (f)
- 23 CFR 771.123 (g) and (h)
- 40 CFR 1500 – 1508
- Public Involvement for Location and Design Determinations Board Policy B-13-02
- Public Involvement for Location and Design Determinations Administrative Policy A-13-02
- Public Hearings Board Policy B-20-03
- Public Hearings Administrative Policy A-20-03

ENVIRONMENTAL STEWARDSHIP POLICY (2) B-13-03

BOARD POLICY B-13-03
Page 1 of 2

ENVIRONMENTAL STEWARDSHIP

The Idaho Transportation Department has adopted an Environmental Ethic to guide its work and accomplish its mission, as well as to implement the principles and priorities of the statewide transportation vision, in a manner that employs a Context Sensitive Solutions approach. The Idaho Transportation Department Environmental Ethic is as follows:

"The Idaho Transportation Department respects and values the many facets of Idaho's natural and human environment and will protect and enhance those assets while providing high quality, fiscally-responsible transportation systems for the citizens of Idaho."

Context Sensitive Solutions:

The Idaho Transportation Department shall apply the principles of Context Sensitive Solutions to all department projects, plans and/or programs.

The Context Sensitive Solutions approach can be summarized by the following principles:

- To address integration of the transportation system, the Purpose and Need of the project plan, and/or program will: consider the safety and mobility needs for improvement; ensure financial feasibility and sustainability; and address all modes of travel.
- To utilize a collaborative public involvement process involving citizens and affected agencies early and continuously throughout the process to find the balance among safety, mobility, community and environmental goals, plans and/or programs that results in improvements to quality of life.
- To consider the total context and design of plans, projects and/or programs with nature by using an interdisciplinary team that: tailors planning and design to project needs; applies flexibility inherent in design standards, funding tools, and transportation and land use plans; so as to incorporate aesthetics as an integral part of good design that will preserve or enhance the asset value within the statewide transportation system.

Accordingly, the Idaho Transportation Department is committed to embracing the spirit and intent of the National Environmental Policy Act for all transportation plans, programs and projects, regardless of whether or not they are federally funded. The guiding principles of the National Environmental Policy Act have been incorporated into the Idaho Transportation Department transportation planning and project development process, as well as construction and maintenance operations of the state transportation system.

It is the responsibility of all Idaho Transportation Department employees to recognize and consider these essential principles and to appropriately include them in the transportation planning and decision-making processes to assure accountability throughout the department.

Approved by the Board on:

_____ _____Date _____ _____
CHARLES L. WINDER
Board Chairman

This policy based on:
- National Environmental Policy Act of 1969
- 23 CFR 771
- Decision by the Idaho Transportation Board

Former dates of B-13-03:
New Policy

Cross-reference to related Board Policies:
B-05-05 ROADSIDE VEGETATION
B-05-14 SAFETY REST AREAS
B-09-04 CORRIDOR PLANNING FOR IDAHO TRANSPORTATION SYSTEMS
B-09-08 BICYCLE/PEDESTRIAN FACILITIES
B-11-05 CONGESTION MITIGATION AND AIR QUALITY IMPROVEMENT PROGRAM
B-14-07 LANDSCAPING

BOARD POLICY B-13-02
Page 1 of 3

Public Involvement For Location And Design Determinations

The Idaho Transportation Department shall seek public involvement on transportation projects to ensure that project locations and designs are consistent with federal, state, and local goals and objectives; and that ample opportunity is provided for public input. The Director shall determine the course of action to achieve public involvement.

Highway projects that involve federal funds must have a public hearing, or an opportunity for a public hearing, when there is:

- Acquisition of significant amounts of right of way.
- Substantial change of the layout or function of connecting roadways or of the facilities being improved.
- Significant adverse impact on abutting property or when litigation or public controversy is anticipated.
- Significant social, economic, and/or environmental effects on the surrounding area.

Projects financed totally with state funds must have a public hearing or an opportunity for a public hearing when :

- The state highway serving or transversing any city is to be abandoned, relocated, or replaced.
- Significant public interest or controversy surrounds the project.

The Federal Highway Administration may also request a public hearing when a hearing is determined to be in the public's interest.

Public hearings may be waived by the appropriate management staff after determining that public awareness and support for a project is apparent and non-controversial.

Location and design determinations shall be made only after full consideration of transportation needs, socioeconomic, and environmental factors and a review of official public hearing testimony for projects where a public hearing was held.

- For location and design determinations that are subject to Section 40-310, Idaho Code (require a system action), and in situations where a proposed project is contested, the design study report, the public input certification, staff recommendations and other supporting documentation shall be submitted to the Board for further consideration and/or determination.

  The Board may choose all or none of the following:

  - Remove the project from the Statewide Transportation Improvement Program due to lack of support/need.
  - Schedule additional hearings on a) revised design, b) new/revised issues, or c) added/changed alternate locations.
  - Establish citizen and/or interdisciplinary teams to review location/design issues and make recommendations.
  - Send the location/design study report and department recommendations to the appropriate local entity and request that the local entity choose an alternative that best serves their constituent's interests.
  - Select the alternative the Board believes best serves statewide transportation interests.

  Project determinations made by the Board shall be in resolution form within the Board minutes. For determinations subject to Section 40-310, Idaho Code, notification of the Board's resolution shall be distributed to affected officials and property owners by the Board Secretary within ten days.

- For location and design determinations that **are not** subject to Section 40-310, Idaho Code (do not require a system action), **and not contested**, the appropriate management staff shall make the project determination.

- For all other state and local projects that do not require a hearing, or when the opportunity for a hearing is given and no hearing is requested, or the public hearing was waived, the appropriate management staff shall make the project determination in coordination with any involved agencies.

Approved by the Board on:

Signed Date: 6/21/96
CHARLES L. WINDER
Board Chairman

This Policy based on:
- 23 CFR Part 771.111 and 790 and 795, and 40 CFR, Part 1500 through 1508
- Section 23-128 and 49-1602(d), 1604(i), 1607a(f), and 1607a-1(d), U.S. CODE
- Section 21-116 and 117, and 40-121 and 310, IDAHO CODE
- Volume 7, Chapter 7, Section 5, FEDERAL-AID HIGHWAY PROGRAM MANUAL
- Title VI, Civil Rights Act
- Decision by the Idaho Transportation Board

Implemented by Administrative Policy:
- A-13-02, PUBLIC INVOLVEMENT FOR LOCATION AND DESIGN DETERMINATIONS

Former date of B-13-02:
9/10/69 and 9/27/76
(combined with B-09-05, PUBLIC HEARINGS ON STATE HIGHWAY ACTIONS)

Cross-reference to related Board Policies:
- B-09-01, ANNUAL REPORT
- B-20-03, PUBLIC HEARINGS

ADMINISTRATIVE POLICY A-13-02
Page 1 of 2

Public Involvement For Location And Design Determinations

The Idaho Transportation Department shall seek public involvement on transportation projects to ensure that project locations and designs are consistent with federal, state, and local goals and objectives; and that ample opportunity is provided for public input.

Public involvement guidelines for location and design determinations are as follows:

- The project scope, intensity of interest, and level of impact determines the number, extent, and type of public involvement. The District Engineer and/or other delegated personnel in coordination with the Public Involvement Coordinator shall determine the strategy for public involvement and the types of opportunities the public will have for submitting comments and information. The District Engineer or other appropriate management staff may waive public hearings when public awareness and support for the project is apparent and non-controversial.

- The sponsoring District or Division shall coordinate technical presentations by department personnel and other involved agencies and the preparation of pertinent material for the meetings and/or hearings.

- A Public Hearing Officer shall be appointed for each public hearing to receive official public hearing testimony.

- After completion of the public hearing procedures, the Public Involvement Coordinator shall distribute copies of the official public hearing testimony and a certification of public input. The public hearing testimony and other hearing documentation shall be maintained in Public Affairs.

- Public input received before or after the official public testimony period shall be added to the project file.

- The District Engineer or other appropriate management staff shall prepare a location and/or design study report. The design study report documents environmental, social, and economic impacts, summarizes significant design/location considerations and includes the certification of public input and proposed resolutions of identified public concerns.

Location and design determinations shall be made only after full consideration of transportation needs, socioeconomic, and environmental factors and a review of official public hearing testimony for projects where a public hearing was held.

Project determinations and approvals shall be as follows:

- For location and design determinations that are subject to Section 40-310, Idaho Code, (require a system action) and in situations where a proposed project is contested, the environmental document, the design study report, the public input certification, staff recommendations, and other supporting documentation shall be submitted to the Board for further consideration and/or determination.

- For location and design determinations that are not subject to Section 40-310, Idaho Code (do not require a system action), and not contested, the appropriate management staff shall make the project determination.
- For all other state and local projects that do not require a hearing, or when the opportunity for a hearing is given and no hearing is requested, or the public hearing was waived, the appropriate management staff shall make the project determination in coordination with any involved agencies.

The District Engineer or other appropriate management staff in coordination with Public Affairs shall inform the public of project determinations. Additional public input will be accepted throughout the life of the project and may be used to enhance the project.

Signed Date: July 15, 1996
DWIGHT M. BOWER
Director

This Policy is based on:

- 23 CFR Part 771.111 and 790 and 795, and 40 CFR, Part 1500 through 1508
- Section 23-128 and 49-1602(d), 1604(i), 1607a(f), and 1607a-1(d), U.S. CODE
- Section 21-116 and 117, and 40-121 and 310, IDAHO CODE
- Volume 7, Chapter 7, Section 5, FEDERAL-AID HIGHWAY PROGRAM MANUAL
- Title VI, Civil Rights Act
- B-13-02, PUBLIC INVOLVEMENT FOR LOCATION AND DESIGN DETERMINATIONS
- Decision by the Director

Department-wide supervision and coordination assigned to:

- Chief Engineer

Direction for activity and results delegated to:

- District Engineers, Roadway Design Engineer, Public Involvement Coordinator, and Public Hearing Officers

Former dates of A-13-02:
6/4/71, 9/28/76, 4/1/81, and 4/25/86

Cross-reference to related Administrative Policies:

- A-01-15, RELEASE AND RESTRICTION OF DEPARTMENT RECORDS
- A-06-28, AUTHORITY FOR PROJECT EXPENDITURES
- A-09-01, ANNUAL REPORT
- A-14-10, HIGHWAY SYSTEM ADJUSTMENTS
- A-20-01, RELEASE OF DEPARTMENT INFORMATION TO MEDIA
- A-20-03, PUBLIC HEARINGS
- A-20-04, PUBLIC HEARING OFFICERS

PUBLIC HEARINGS BOARD POLICY B-20-03

PUBLIC HEARINGS

The process of ensuring that the public is involved in transportation decisions and activities applies to all transportation projects and begins early in the project development stage. Preliminary scoping meetings, public information meetings, and public hearings provide the department with the opportunity to share information, summarize studies, review proposed alternatives and any new developments, and receive input from the public on proposed transportation projects. The public shall be afforded early and continuing involvement in the identification of social, economic, and environmental impacts, as well as impacts associated with relocation of individuals, groups, or institutions.

The Director shall establish public involvement guidelines for all department-proposed transportation projects. Public input shall be sought throughout the life of any project and may be used to enhance the project.

Public hearings shall be held to provide the public with the opportunity to receive information, discuss findings and proposed actions, and offer comments about transportation projects in the following areas:

- ◊ Purpose and need for the proposed project.
- ◊ Major location/design features or location of new routes.
- ◊ Alternate courses of action.
- ◊ Social, economic, and environmental effects.
- ◊ Modification of the state highway system.
- ◊ Transportation planning.

The Board shall be notified in advance of all department-sponsored public information meetings and public hearings. Board members have the option of attending these meetings and/or hearings to meet with and hear the concerns of their constituents, but do not take testimony. A Public Hearing Officer shall be appointed for all public hearings to officially receive public testimony. Oral, written, and other information may be submitted to the Hearing Officer as part of the official testimony.

After the public information meeting and/or hearing procedures are completed, or an opportunity for public involvement has been given and/or waived, the Board or appropriate management staff shall complete project determinations and inform the public.

Approved by the Board on:

Signed Date: 6/21/96
CHARLES L. WINDER
Board Chairman

This policy based on:

- 23 CFR Part 771.111 and 790 and 795, and 40 CFR, Part 1500 through 1508
- Section 23-128 and 49-1602(d), 1604(i), 1607a(f), and 1607a-1(d), U.S. CODE
- Section 21-116 and 117, and 40-121 and 310, IDAHO CODE
- Title VI, Civil Rights Act
- Decision by the Idaho Transportation Board

Implemented by Administrative Policy:

- A-20-03, PUBLIC HEARINGS

Former dates of B-20-03:
8/7/79 and 12/7/83
(combined with B-09-05, PUBLIC HEARINGS ON STATE HIGHWAY SYSTEMS ACTIONS)
Cross-reference to related Board Policies:

- B-11-01, TRANSPORTATION IMPROVEMENT PROGRAM
- B-13-02, PUBLIC INVOLVEMENT FOR LOCATION AND DESIGN DETERMINATIONS
- B-13-03, HIGHWAY LOCATION POLICY RELATING TO PROPERTY OWNER LINES
- B-14-08, MOVEMENT OF UTILITIES
- B-14-10, HIGHWAY SYSTEM ADJUSTMENTS
- B-19-01, FINANCING CONSTRUCTION OF STATE HIGHWAYS IN CITIES
- B-19-05, FEDERAL AID URBAN FUNDS
- B-19-10, LOCAL SURFACE TRANSPORTATION PROGRAM (STP) FUNDS
- B-20-01, RELEASE OF DEPARTMENT INFORMATION TO THE MEDIA

PUBLIC HEARINGS ADMINISTRATION POLICY A-20-03

PUBLIC HEARINGS

To ensure that the public is involved in transportation decisions and activities the Idaho Transportation Department shall inform the public and seek their input through preliminary scoping meetings, public information meetings, and public hearings. Public meetings and/or hearings shall be held to provide the public with the opportunity to receive information, discuss findings and proposed actions, and offer comments.

The project scope, intensity of interest, and level of impact determines the number, extent, and type of public involvement. The Division Administrator and/or other delegated personnel in coordination with the Public Involvement Coordinator shall determine the strategy for public involvement and the types of opportunities the public will have for submitting comments and information. Public hearings may be waived when public awareness and support is apparent and non-controversial.

The following public hearing process primarily details highway project hearings. Other public hearings for utility movement, public transportation, aeronautics, etc. may modify this process to meet specific regulations and concerns. The Department shall follow a multi-faceted public involvement process that includes, but is not limited to:

- Notice of preliminary scoping meetings, public information meetings and public hearings presented in a variety of formats - legal notices, newspaper and radio ads, invitation letters, etc. - including translated material to ensure involvement by minorities when necessary.

- Meetings and hearings conducted at an acceptable site located as near to the project as possible, and for a number of hours convenient for those affected by the proposed project.

- The format of the meetings and hearings is similar to an open house in that the public is invited to drop by any time during specified hours.

- A short video may be shown to provide an overview of the proposed project and hearing process. Hearing information is presented in displays and in a printed brochure. Department personnel, and other partner agencies, when appropriate, shall staff the information meetings/hearing and share project details with the public.

- A Hearing Officer is appointed to ensure that public opinion is solicited and the public's testimony receives proper recognition in any transportation project decision. Oral testimony, written statements, and other information from the public may be submitted to the Hearing Officer as part of the official testimony until the previously-announced closing date. Oral testimony shall be tape recorded during the public hearing and later transcribed. With the concurrence of the involved Division or District, the Hearing Officer may extend the date of accepting official testimony should the need become apparent.

- Public input shall be sought throughout the life of any project and may be used to enhance the project. Public input that is received before or after the official testimony period is added to the project file.

Guidelines and strategies for public involvement shall be maintained in the Design Manual, Section 375, Public Involvement.

A design study report documenting the department's considerations of environmental, social, and economic impacts of the project, summarizing significant design/location considerations and recommendations, and including the certification of public input for projects where a public hearing was held shall be compiled for each proposed project.

- In situations where a proposed project is contested and for location and design determinations that are subject to Section 40-130, Idaho Code, the design study report, the public input certification, staff recommendations, and other supporting documentation shall be submitted to the Board for further consideration and/or determination.

- If the project is not controversial and has public support, the project determination shall be approved by the appropriate management personnel.

Signed Date: July 15, 1996
DWIGHT M. BOWER
Director

This policy based on:

- 23 CFR Part 771.111 and 790 and 795, and 40 CFR, Part 1500 through 1508
- Section 23-128 and 49-1602(d), 1604(i), 1607a(f), and 1607a-1(d), US CODE
- Section 21-116 and 117, and 40-121 and 310, IDAHO CODE
- Title VI, Civil Rights Act
- B-20-03, PUBLIC HEARINGS
- Decision by the Director

Department-wide supervision and coordination assigned to:

- Division Administrators

Direction for activity and results delegated to:

- District Engineers, Roadway Design Engineer and other delegated staff, Public Involvement Coordinator, and Public Hearing Officers

Department procedures contained in:

- Design Manual, 14-489, Public Involvement

Former dates of A-20-03:
9/1/78, 8/27/79, 10/14/81, and 12/5/83

Cross-reference to related Administrative Policies:

- A-11-01, TRANSPORTATION IMPROVEMENT PROGRAM
- A-13-02, PUBLIC INVOLVEMENT FOR LOCATION AND DESIGN DETERMINATIONS
- A-14-06, APPROVAL OF PLANS, SPECIFICATIONS AND ESTIMATES
- A-14-08, MOVEMENT OF UTILITIES
- A-14-10, HIGHWAY SYSTEM ADJUSTMENTS
- A-19-01, FINANCING CONSTRUCTION OF STATE HIGHWAYS IN CITIES
- A-20-01, RELEASE OF DEPARTMENT INFORMATION TO THE MEDIA
- A-20-04, PUBLIC HEARING OFFICERS

TESTIMONY/COMMENT FORM

(See *The full size .pdf version* **)**

IDAHO TRANSPORTATION DEPARTMENT
TESTIMONY FORM

PUBLIC HEARING

U.S. 93, Junction I-84 to Junction Idaho 25
Jerome County, Idaho
NH-2390(134)
Key #7800

MAIL TESTIMONY TO:

Public Involvement Coordinator
Idaho Transportation Department
PO Box 7129
Boise, ID 83703-1129

Testimony postmarked by November 8, 2007, will become part of the public record for this project.

The following testimony is submitted by

Name: _____

Address: _____

City and State: _____

_____

_____

_____

_____

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_____

Signature: _____

MEETING/HEARING SIGN-IN SHEET

(See *The full size .pdf version* **)**

IDAHO TRANSPORTATION DEPARTMENT SIGN-IN SHEET

U.S. 93, Junction I-84 to Junction Idaho 25
Jerome County, Idaho
NH-2390(134)
Key #7800

The Idaho Transportation Department monitors attendance to ensure equal opportunity. We appreciate your providing this information. This information will only be used to monitor attendance at public meetings and for affirmative action purposes, as specified by law (CFR 42.21.9).

Name (Please print or write clearly)	**Title/Representing**	**Address** (City, State, and ZIP)	**Phone**	**Please check the appropriate boxes**	
				☐ Male ☐ Female ☐ Disabled	☐ American Indian/Alaskan Native ☐ Asian/Pacific Islander ☐ Black ☐ Hispanic ☐ White ☐ Other
				☐ Male ☐ Female ☐ Disabled	☐ American Indian/Alaskan Native ☐ Asian/Pacific Islander ☐ Black ☐ Hispanic ☐ White ☐ Other
				☐ Male ☐ Female ☐ Disabled	☐ American Indian/Alaskan Native ☐ Asian/Pacific Islander ☐ Black ☐ Hispanic ☐ White ☐ Other
				☐ Male ☐ Female ☐ Disabled	☐ American Indian/Alaskan Native ☐ Asian/Pacific Islander ☐ Black ☐ Hispanic ☐ White ☐ Other
				☐ Male ☐ Female ☐ Disabled	☐ American Indian/Alaskan Native ☐ Asian/Pacific Islander ☐ Black ☐ Hispanic ☐ White ☐ Other
				☐ Male ☐ Female ☐ Disabled	☐ American Indian/Alaskan Native ☐ Asian/Pacific Islander ☐ Black ☐ Hispanic ☐ White ☐ Other
				☐ Male ☐ Female ☐ Disabled	☐ American Indian/Alaskan Native ☐ Asian/Pacific Islander ☐ Black ☐ Hispanic ☐ White ☐ Other
				☐ Male ☐ Female ☐ Disabled	☐ American Indian/Alaskan Native ☐ Asian/Pacific Islander ☐ Black ☐ Hispanic ☐ White ☐ Other
				☐ Male ☐ Female ☐ Disabled	☐ American Indian/Alaskan Native ☐ Asian/Pacific Islander ☐ Black ☐ Hispanic ☐ White ☐ Other
				☐ Male ☐ Female ☐ Disabled	☐ American Indian/Alaskan Native ☐ Asian/Pacific Islander ☐ Black ☐ Hispanic ☐ White ☐ Other

Sign-in sheet will become part of the public record for this project.

DOCUMENTATION RECOMMENDATIONS AND RESPONSIBILITIES

TITLE VI STATEMENT: ENGLISH VERSION

Title VI

The Idaho Transportation Department (ITD) is committed to compliance with Title VI of the Civil Rights Act of 1964 and all related regulations and directives. ITD assures that no person shall on the grounds of race, color, national origin, gender, age, or disability be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any ITD service, program, or activity. The department also assures that every effort will be made to prevent discrimination through the impacts of its programs, policies, and activities on minority and low-income populations. In addition, the department will take reasonable steps to provide meaningful access to services for persons with Limited English Proficiency. For accommodations call the Office of Communications at (208) 334-8005; TTD (208) 334-4458.

Title VI Statement: Spanish Version

Título VI

El Departamento de Transporte de Idaho (ITD, Idaho Transportation Department) se compromete a cumplir con el Título VI de la Ley de Derechos Civiles de 1964 y con los reglamentos y directivas relacionadas. El ITD garantiza que, por causa de su raza, color, origen, sexo, edad o discapacidad, nadie será excluido de participar, ni se le negarán los beneficios o será sujeto de ninguna forma de discriminación en ningún servicio, programa o actividad del ITD. El departamento se compromete a realizara todos los esfuerzos por evitar la discriminación a través del impacto que causen sus programas, políticas y actividades en poblaciones minoritarias o de bajos ingresos. Asimismo, el departamento tomará las medidas razonables para ofrecer un acceso inteligible a los servicios a personas con conocimientos limitados de inglés. Para obtener ayuda, llame a Gwen Smith al (208) 334-4444; TTD (208) 334-4458.

Title VI Notice: Short Version, English and Spanish

The following may be used in ads, notices, and other materials where space is very limited:

“Attention - If you would like information regarding this project in Spanish, please call (208) 334-4444.”

“Atención - Si usted quiere la información acerca de este proyecto en Español, llame por favor al (208) 334-4444.”

NEPA EXPLANATION

(See *The full size .pdf version* **)**

THE NATIONAL ENVIRONMENTAL POLICY ACT

(Also known as NEPA)

What is it and why do we have to do it?

NEPA is a procedural statute (40 CFR sec 1500) for decision-making during federal projects which assures proper analysis of social, economic and environmental impacts are performed.

This project is federally funded through the Federal Highway Administration (FHWA) and as such is subject to federal regulation. The Idaho Transportation Department is required to prepare a "NEPA" document for the FHWA.

The NEPA document will study a reasonable range of alternatives based on the Purpose and Need, consider appropriate mitigation for impacts, include interagency coordination and consultation, provide the public opportunity to participate in the process and comment on the project.

At the end of the process the studies, agency coordination, public participation and comments are organized into a document called an Environmental Assessment (EA) or an Environmental Impact Statement (EIS). The document is approved by the FHWA and a Finding of No Significant Impact (FONSI) or a Record of Decision (ROD) is given by the FHWA to complete the process.

A conceptual flow chart is provided to illustrate the process.

NEPA CHARTS

(See *The full size .pdf version* **)**